



City of Dawsonville

# COMPREHENSIVE DOWNTOWN STRATEGIC PLAN





# ACKNOWLEDGMENTS

## THE CITY OF DAWSONVILLE

Mayor John Walden

Amanda Edmondson, Director of Downtown Development

## CONSULTANT TEAM

### **TSW**

Adam Williamson, Principal in Charge

Beverly Bell, Project Manager

Nick Johnson, Planner

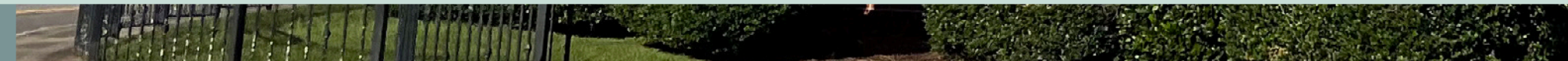
### **KB ADVISORY GROUP**

Geoff Koski

Tate Davis

Gabrielle Oliverio

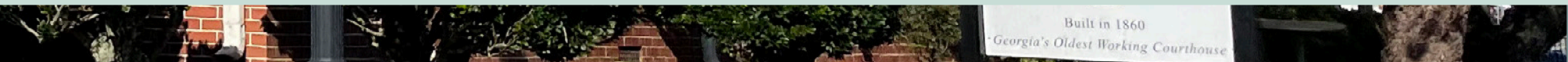
FEBRUARY 2024





# TABLE OF CONTENTS

<b>01. INTRODUCTION</b> .....	4	<b>04. RECOMMENDATIONS</b> .....	50
The Planning Process.....	6	Project Goals.....	52
Relevant Planning Efforts.....	8	The Comprehensive Downtown Strategic Plan.....	53
<b>02. EXISTING CONDITIONS</b> .....	10	Recommendations.....	55
Site Context.....	12	Design Guidelines.....	72
Inventory & Analysis.....	14	<b>05. IMPLEMENTATION</b> .....	94
Market Study Summary.....	28	Market Analysis Summary.....	98
<b>03. COMMUNITY OUTREACH</b> .....	34	Funding Structures.....	100
Process & Timeline.....	36	Priority Projects.....	106
Preliminary Outreach & Stakeholder		Action Plan.....	110
Interviews.....	38	<b>A. APPENDIX</b> .....	122
Public Kick-Off Meeting.....	39	Market Study.....	124
Community Design Workshop.....	43		
Final Plan Open House.....	48		



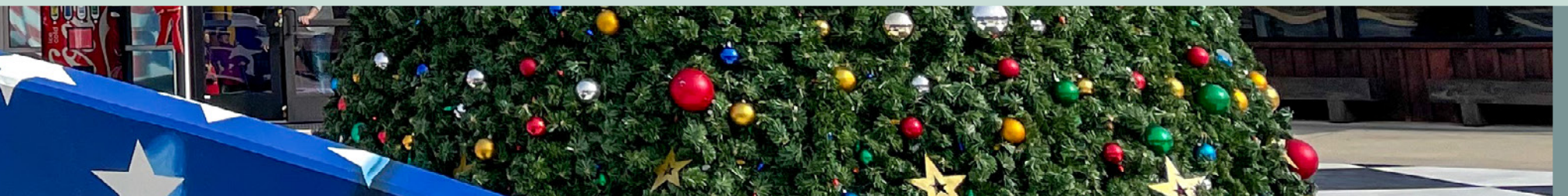


# 01 INTRODUCTION





## THE PLANNING PROCESS RELEVANT PLANNING EFFORTS



# THE PLANNING PROCESS

## THE PURPOSE OF THIS PLAN

The City of Dawsonville initiated this comprehensive downtown strategic planning process to establish a shared community vision for the future of downtown Dawsonville. The plan is guided by a community-driven process to develop goals and objectives, funding and implementation strategies to guide asset-based transformative community improvement projects, including development of a 17+ acre mixed-use town center, and revitalization or redevelopment within the existing historic downtown area.

Figure 1.1: Existing features in Dawsonville



The City intends to use the plan to guide future public, private, and public-private development and project implementation for a minimum five-year period beginning in 2024.

## THE PLANNING PROCESS

The planning process occurred over a 9-month span from June 2023 to February 2024. The project began with the “Initiate + Understand” phase to inventory and analyze the existing conditions in downtown Dawsonville. This process helped the team gain an understanding of



the opportunities and challenges of the study area. The analysis studied aspects such as current zoning, future land use, transportation, connectivity, parking, infill opportunities, and civic resources. Additionally, a market study was conducted to understand what types of private development may be appropriate for downtown Dawsonville. Chapter 2 provides an in-depth assessment of the existing conditions analysis.

In early September, the team visited Dawsonville and hosted the Public Kick-



Off Meeting to present findings from the analysis and collect feedback on draft goals and preliminary ideas for the future of downtown. Following this public meeting, the “Draft Recommendations” phase began, and two concept plans were produced based on the community’s preferences. The Community Design Workshop was hosted on November 2nd. At the workshop, the two draft concept plans were shared with the community and people worked in groups to provide

feedback on the concepts and future design elements. Utilizing the feedback received from the Community Design Workshop, a refined plan was produced that synthesized the community's preferred elements of the two draft concept plans. Chapter 3 provides a summary of the community input from all meetings.

The final plan was presented and approved by City Council on February 19, 2024.

Figure 1.2: Project schedule



# RELEVANT PLANNING EFFORTS

Downtown Dawsonville has been guided by many plans over the past several years, which have proposed projects that would benefit downtown. Below is a summary of the policy and project proposals from the previous plans that are relevant to this strategic plan's vision.

## DAWSONVILLE COMPREHENSIVE PLAN (2018)

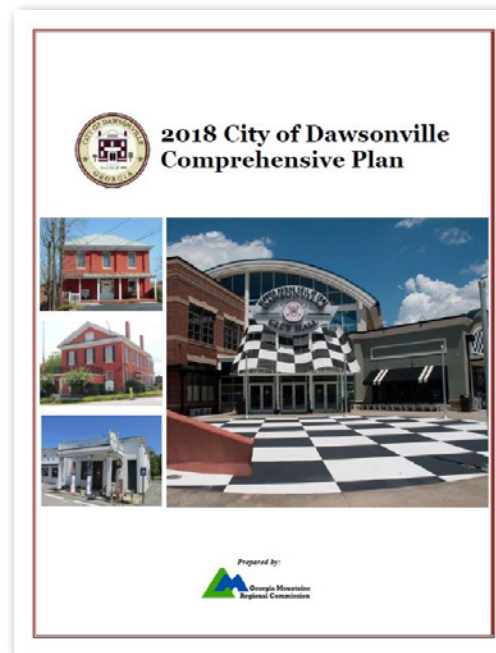
**Author:** Georgia Mountains Regional Commission

**Summary:** The Dawsonville Comprehensive Plan sets the policy framework for growth and development across the city. To counteract the trend of new housing and economic development gravitating away from Dawsonville, the plan proposes focusing growth downtown through infill housing, attractive aesthetic improvements, and enhanced connectivity, while emphasizing Dawsonville's small-town charm.

**Main Projects/Policies for Downtown** (bolded items are addressed in this plan)

- Three character areas within the study area: Historic District, Gateway Corridors, and Mixed Use
- Improve wayfinding

- **Develop market study**
- Inventory undeveloped properties
- Utilize historic preservation design guidelines for revitalization
- Develop Property Redevelopment Guide
- Develop Bicycle and Pedestrian Accessibility Master Plan
- **Enhance pedestrian streetscape through seating, signage, etc.**
- **Examine existing parking and traffic conditions to determine better methods for management**



## ECONOMIC DEVELOPMENT STRATEGIC PLAN (2018)

**Author:** Georgia Downtowns

**Summary:** Dovetailing with the Dawsonville Comprehensive Plan's focus on infrastructure and development, the 2018 Economic Development Strategic Plan focuses on business recruitment, retention, and quality of life improvements that can make downtown a lively place. Several of the recommendations are captured in this plan's design concepts.

**Main Projects/Policies for Downtown** (bolded items are addressed in this plan)

- **Build out streetscape plans for landscaping and pedestrian improvements**
- Hire dedicated staff for DDA
- Develop a business assistance/incentive toolkit
- **Partner with educational institutions to encourage start-up businesses**
- **Launch a business incubator downtown**
- Develop programming opportunities for prospective business owners, including pop-ups and storefront tours
- Organize special events and festivals
- **Consider building a performing arts venue**



## DAWSONVILLE DOWNTOWN MASTER PLAN (2013)

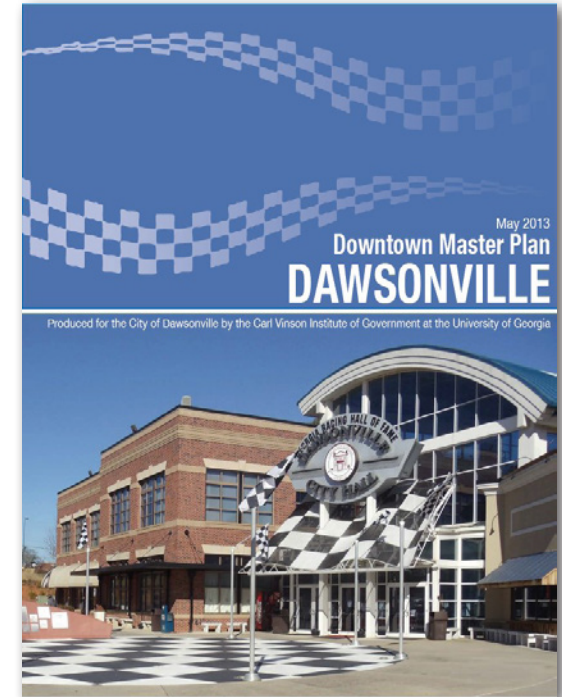
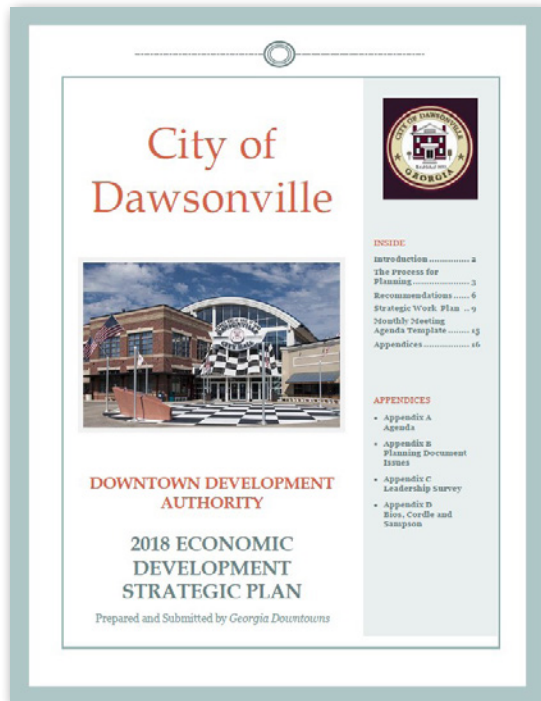
**Author:** Carl Vinson Institute of Government, University of Georgia

**Summary:** The Dawsonville Downtown Master Plan is a highly visual plan containing many ideas for how to incrementally improve the downtown core. Several alternatives are proposed for specific sites, ranging from simple landscaping to the creation of public parks for infill development. Overall, the recommendations focus on adding greenery, traffic calming measures, and new buildings to foster a charming, active downtown.

**Main Projects/Policies for Downtown** (bolded items are addressed in this plan)

- **Improve streetscapes on major corridors (Main Street, Dahlongega Street) through landscaping, medians to slow traffic, gateway signage, and other interventions**
- Build a city park on two underutilized lots north of the courthouse
- **Encourage infill development on two underutilized lots north of the courthouse**
- **Build out the sidewalk and crosswalk network**

- Convert overhead power lines to underground lines downtown
- **Reorient parking area around City Hall**







**SITE CONTEXT  
INVENTORY & ANALYSIS  
MARKET STUDY**



# SITE CONTEXT

## OVERVIEW

The city of Dawsonville, Georgia is the civic and historical center of Dawson County. Once a northern hub for agricultural trade—as well as illicit activities like moonshine production—downtown Dawsonville bears a distinctive history, unique from its peer cities. Combined with this history, its location near popular outdoor recreation destinations, such as Amicalola Falls and the Chattahoochee National Forest, position the City well to capture tourism dollars. However, community leaders feel that downtown Dawsonville is not living up to its potential as a destination, citing the lack of entertainment, retail, greenspace, and other amenities downtown as major areas for growth.

This strategic plan identifies the community’s goals for downtown Dawsonville, and proposes projects and design concepts that will foster a future for downtown Dawsonville that both local residents and a variety of visitors—history buffs, outdoor enthusiasts, and shoppers—can enjoy.

## DOWNTOWN DAWSONVILLE

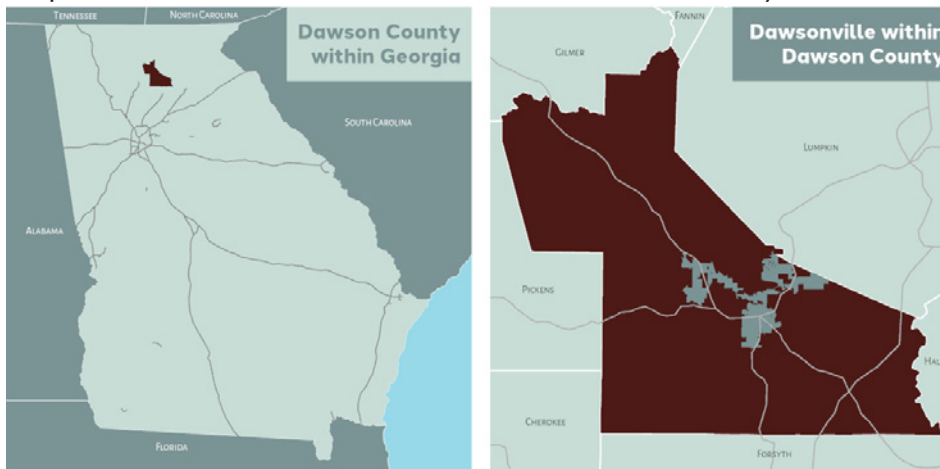
Downtown Dawsonville is comprised of two distinct halves: the historic downtown and the civic center. The historic downtown is arranged in a grid pattern, running approximately three blocks north to south and eight blocks east to west. The Historic Courthouse anchors this grid, where State Route 9, Main Street, and Dahlonega Street

converge in a traffic circle. The historic downtown is home to several businesses—including Fancy Flea, Dawsonville Hardware, and a few restaurants—as well as the Sheriff’s Office and several historic properties.

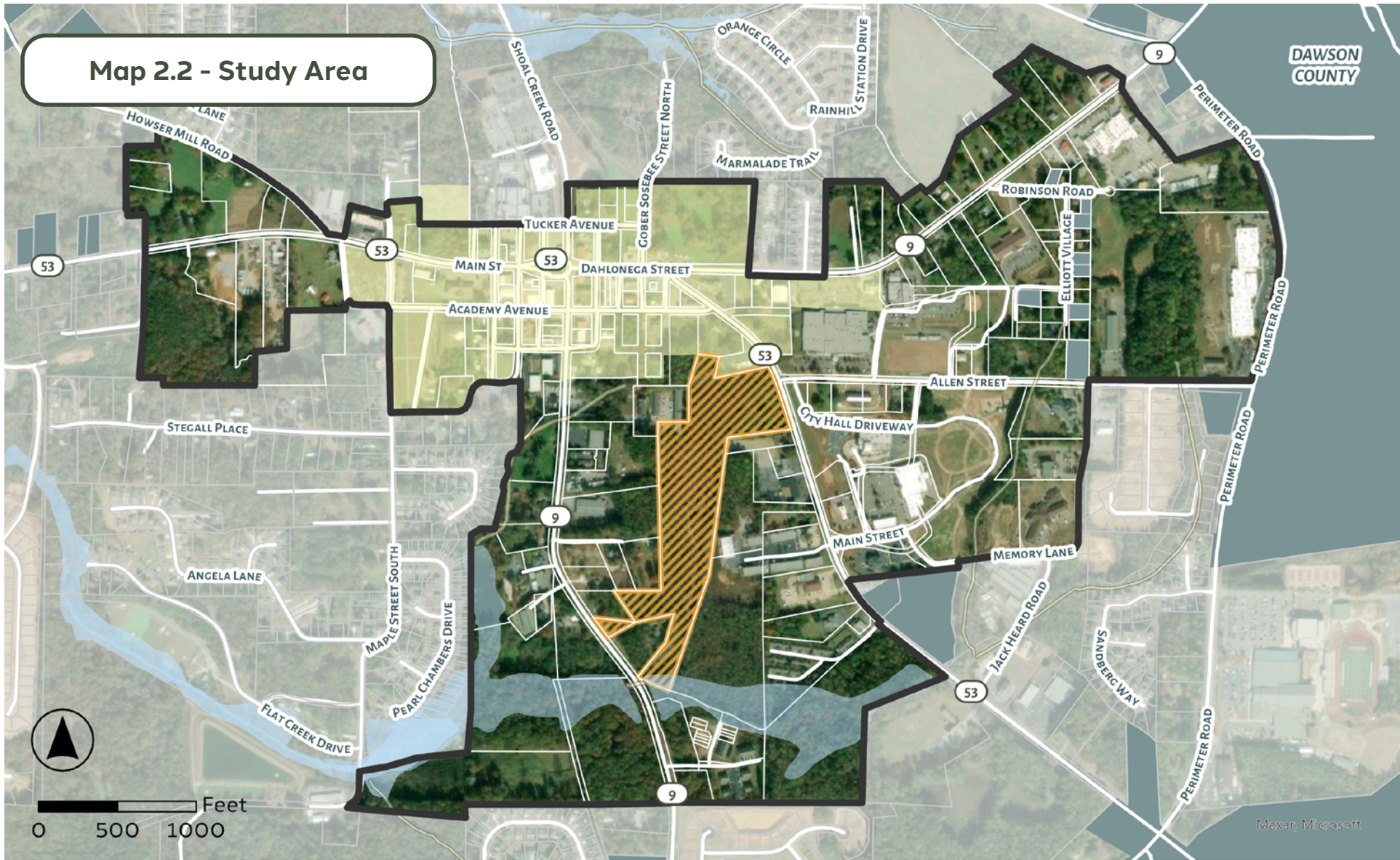
Dawsonville’s civic center is located approximately a quarter mile to the southeast of downtown. This area hosts City Hall, the Georgia Racing Hall of Fame, the Dawson County School System headquarters, and a retail shopping center with a grocery store and restaurants. In recent years, the City has invested in new public projects in this area, including Main Street Park and the multi-modal trail that encircles it. The civic center is connected to the historic downtown via State Route 53, which merges with Dahlonega Street before continuing past Dawsonville to northwest Dawson County.

In between these two parts of downtown Dawsonville lies a 17-acre tract of undeveloped land, recently acquired by the City. With strategic development, this 17-acre site can stitch downtown Dawsonville’s distinct halves into a vibrant whole.

Map 2.1: Dawsonville within context of Dawson County



# Map 2.2 - Study Area



## DOWNTOWN DAWSONVILLE // BASE MAP

- STUDY AREA
- PARCELS
- 17-ACRE SITE
- HISTORIC DISTRICT
- FLOOD ZONES
- UNINCORPORATED DAWSON COUNTY

# STUDY AREA DEFINITION

## STUDY AREA DEFINITION

For this strategic plan, the project team developed a study area (Map 2.2) based on existing policy, recent City-led investments, and development opportunities. This study area falls within the jurisdiction of the City's Downtown Development Authority (DDA). The DDA boundary extends beyond Dawsonville's historic downtown, sometimes as far as one mile. Rather than use the DDA's jurisdictional boundary, a smaller boundary was created to focus on connectivity, infill development, and programming within the downtown core. The study area encompasses approximately 407 acres of the City.

Three main criteria were used to set the study area's boundaries:

- Historic District
- Civic Resources
- Opportunities for Infill Development

A description of each criteria is provided on this page and the following.

## *Historic District*

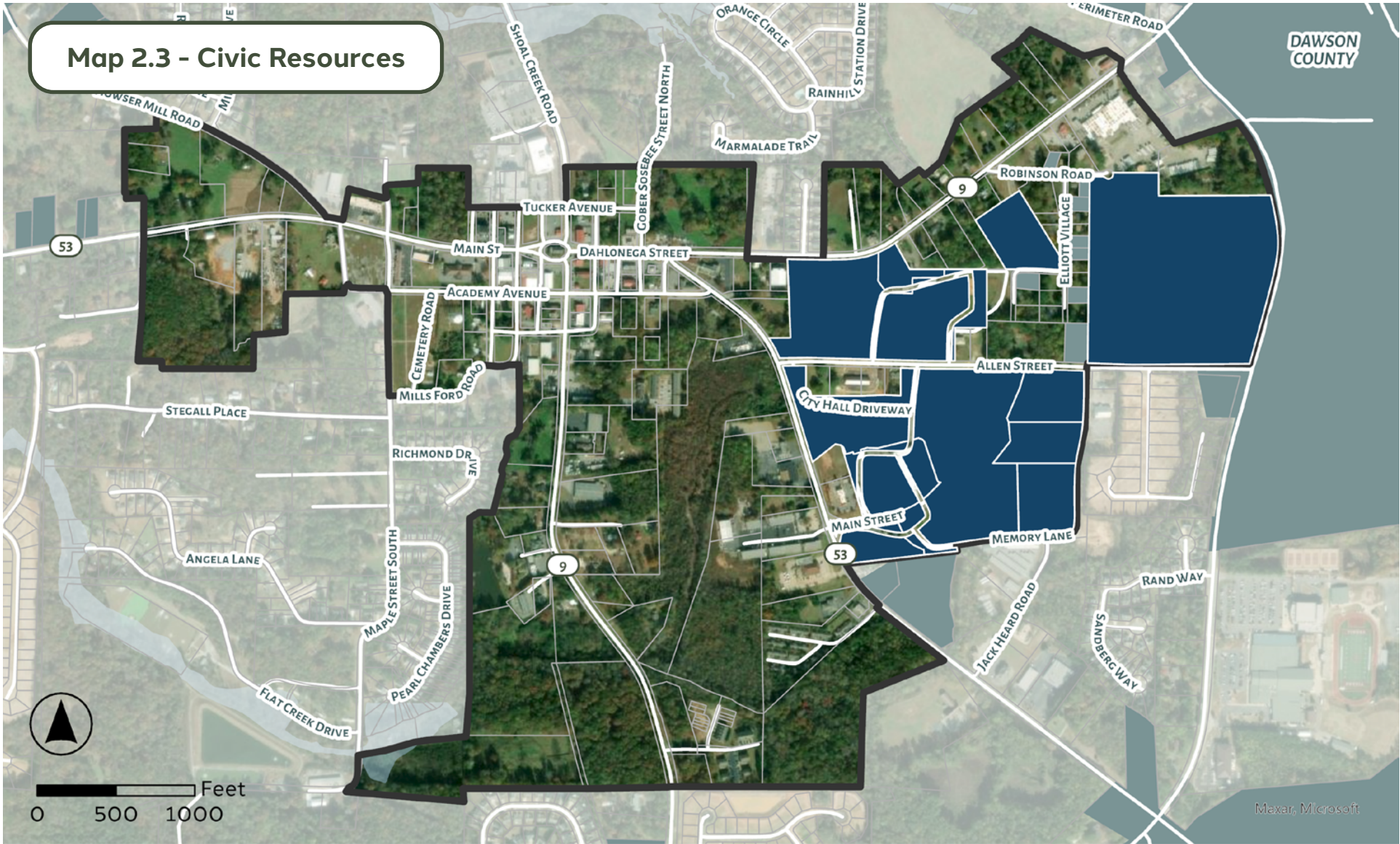
Downtown Dawsonville's historic district (highlighted in light yellow on Map 2.2) extends from Academy Street in the west to Dawsonville Baptist Church in the east, and from Church Street in the south to the historic property at the corner of Shoal Creek Road and Tucker Avenue in the north. The district fully encompasses 66 parcels and partially encompasses two others. Several historic properties are located within the historic district, including two historic homes and the Dawsonville City Cemetery. Not every building within the historic district is designated as historic; for those that are not, the regulations of the Historic Preservation Ordinance do not apply.



## *Civic Resources*

To better unite downtown Dawsonville's two halves, the City's civic properties (Map 2.3) were included in the study area. In addition to the main civic buildings closer to SR 53, the study area includes the Dawson County Library and Dawson County Emergency Services—both of which back up to Main Street Park—and Robinson Elementary School.





### DOWNTOWN DAWSONVILLE // CIVIC RESOURCES

- CIVIC RESOURCES
- STUDY AREA
- UNINCORPORATED DAWSON COUNTY

# STUDY AREA DEFINITION

## *Opportunities for Infill Development*

The study area includes several undeveloped parcels (Map 2.4) that could support a variety of uses that would benefit Downtown Dawsonville. These include the City-owned site between SR 53 and SR 9, as well as several privately-owned parcels farther south along SR 9. A few smaller parcels within the historic district footprint could also support infill development and greater connectivity—several parcels are connected via latent rights-of-way where streets were never built.







## DOWNTOWN DAWSONVILLE // INFILL OPPORTUNITIES

- INFILL OPPORTUNITIES
- STUDY AREA
- UNINCORPORATED DAWSON COUNTY

# ZONING

## CURRENT ZONING

Downtown Dawsonville’s current zoning (Map 2.5) is supportive of development types that may benefit future improvements in downtown. Notably, several existing districts within the study area allow for multiple residential uses, including multi-family. The market study will discuss the need for additional residences to support the growth in retail and amenities desired by residents.

### Historic District

Most of the historic district is zoned **Town Business (TB)**, comprising 6% of the total study area. This category allows for both commercial and residential uses (Table 2.6) and supports zero lot line development on small lots, making this category ideal for downtown.

Around the Town Business core, several parcels are zoned **Central Business District (CBD)** and **Highway Business (HB)**. These comprise 11% and 17% of the study area, respectively. The Central Business District category is designed to dovetail with Town Business, though with a larger minimum lot size and greater setback requirements. Highway Business, meanwhile, does not allow residential uses and serves

businesses that generally are patroned by automotive traffic.

### Civic Center

The majority of Dawsonville’s civic center is appropriately zoned **Institutional (INST)** to match the city’s public sector services.

The shopping center in the civic center is zoned **Planned Unit Development (PUD)**, a category which allows for greater flexibility on the form and function of development. Development proposals within PUD districts are not required to conform to base requirements for minimum lot size, setbacks, or building height; instead, developers submit site plans for review on a case-by-case basis. The city’s PUD district, however, does bear one important restriction: single-family is the only permitted residential use, though it can mix with certain commercial uses.

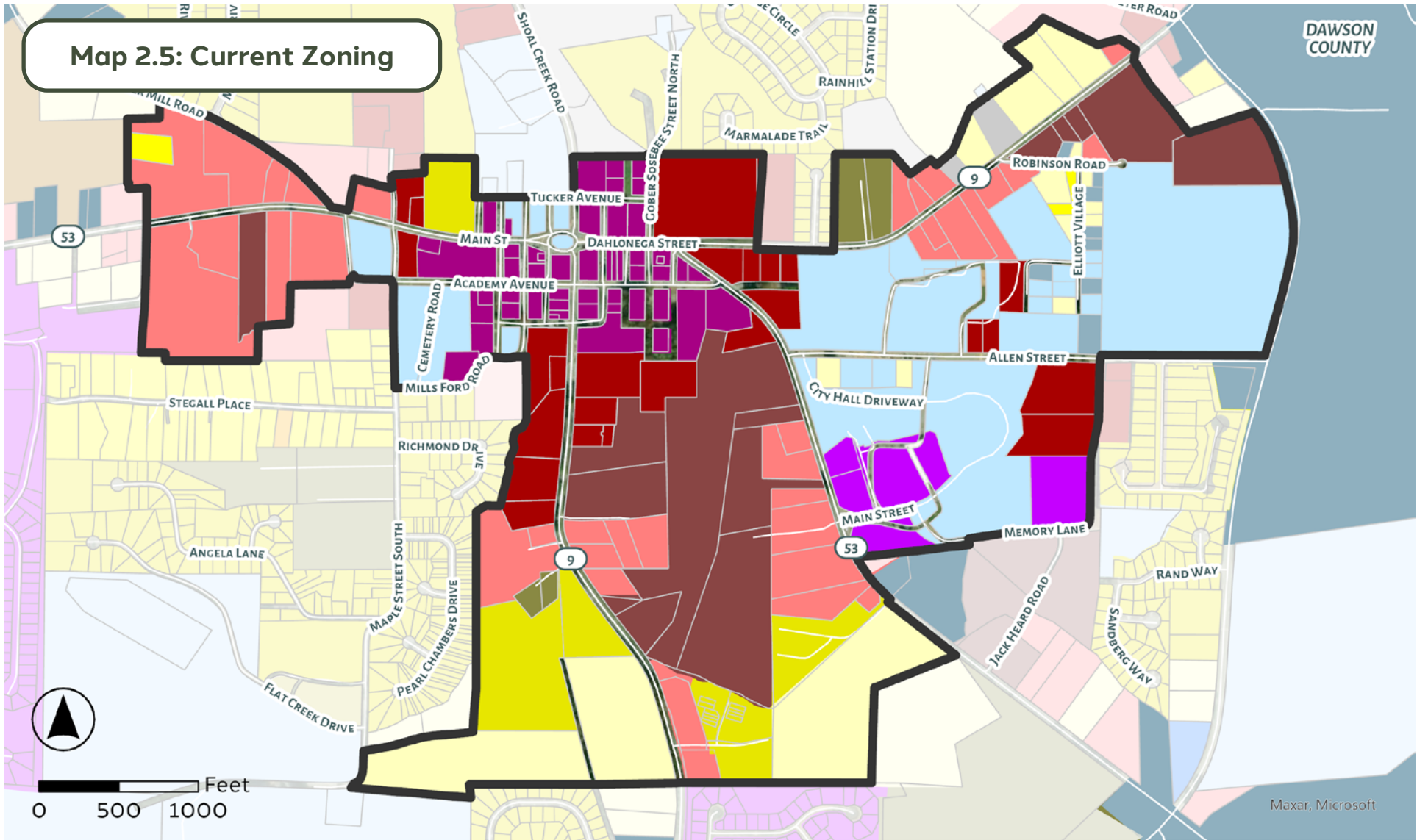
Across SR 53, the 17-acre site owned by the City—along with several of its neighboring tracts—are zoned **Restricted Industrial Commercial (CIR)**. This category is limited to “any industrial or commercial use” determined to be “hazard, detrimental, or objectionable to the community” (Sec. 3003). This zoning district is generally not

supportive of development appropriate for a walkable, vibrant downtown.

### Other Zoning

One zoning category supportive of downtown development is not represented within the study area: Mixed Use Village (MUV). This category allows for a variety of residential and commercial uses, including mixed use buildings. This category also contains specific regulations for street design, open space requirements, and architectural standards that differ from those applied to other districts. Certain aspects of the MUV district render it difficult to apply. For example, the minimum size of an MUV tract is 20 acres. The base density for the district is also fairly low at 2.8 units per acre.

Map 2.5: Current Zoning



### DOWNTOWN DAWSONVILLE // ZONING DISTRICTS

- |            |      |     |                              |
|------------|------|-----|------------------------------|
| STUDY AREA | R-3R | PUD | LI                           |
| RA         | R-6  | CBD | INST                         |
| R-1        | RMM  | CIR | O                            |
| R-2        | RPC  | NB  | TB                           |
| R-3        | PCS  | HB  | UNINCORPORATED DAWSON COUNTY |

# FUTURE LAND USE

## FUTURE LAND USE

Whereas zoning describes which uses are allowed by right on specific parcels, Future Land Use describes the community’s vision for the future of each parcel (Map 2.7). These designations are called character areas and are set by the City’s Comprehensive Plan.

### Historic District

The entirety of the Historic Downtown falls within the Historic District character area. Land use types appropriate within this character area include commercial, civic/institutional, mixed-use, multi-family, and

residential—all of which are supported by the two main zoning categories present here, Town Business and Central Business District.

### Gateway Corridors

The Gateway Corridors character area extends west along Main Street, east along Dahlonga Street, and south along SR 9. This character area is intended as a transition zone between downtown Dawsonville and the rural character of Dawson County. Land use types appropriate here are residential and commercial. “Residential” in this case refers to single-family subdivisions.

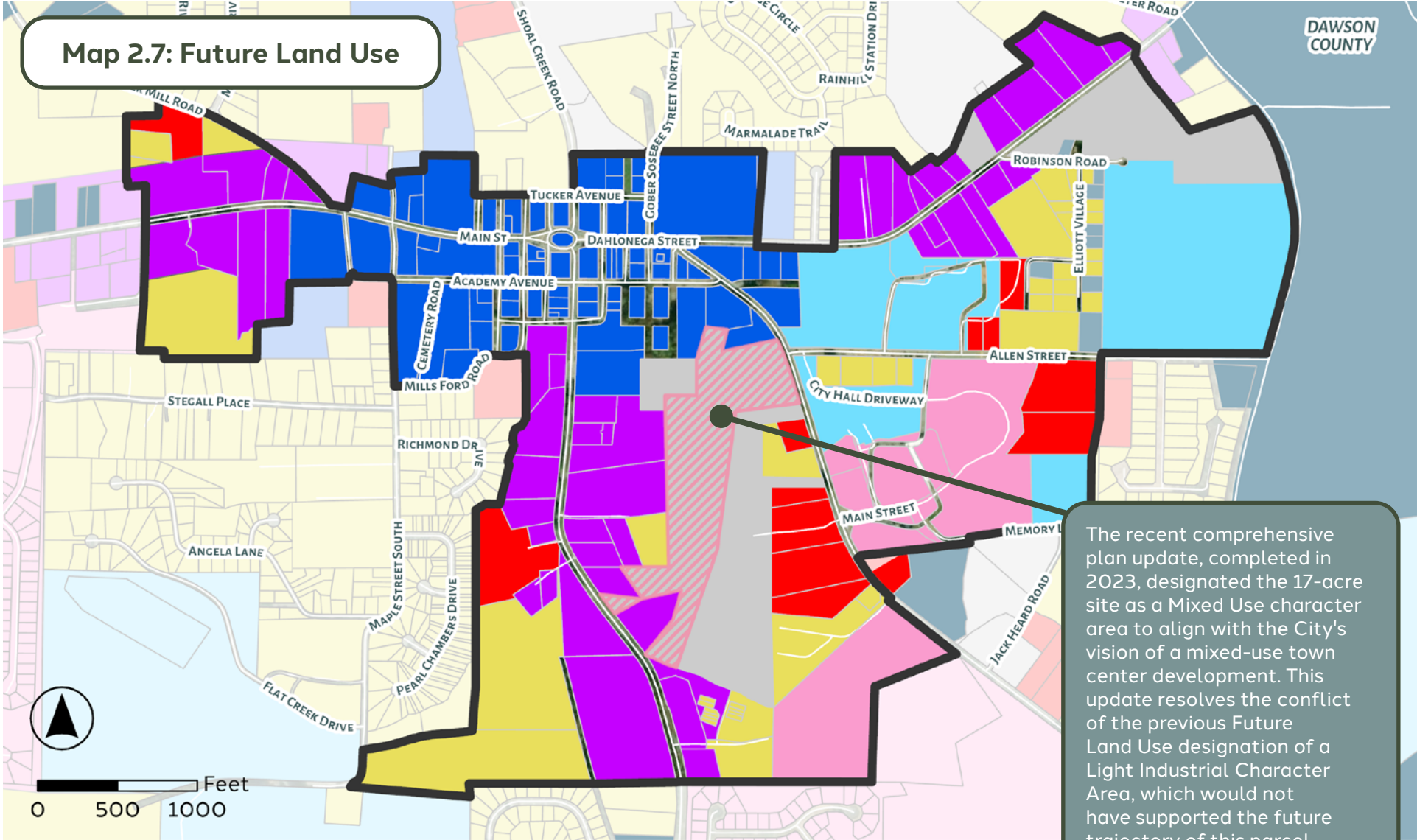
### Mixed-Use / PUD

As its name suggests, this character area sets a vision for mixed-use development. Ideally, any mixed-use development should adopt a village-style form and scale, with modest density that can support retail. The shopping center near City Hall, together with Main Street Park and surrounding parcels, fall within this character area. Appropriate land uses for this character area include commercial, mixed-use, and multi-family.

Table 2.6: Residential Uses by Zoning District

Type	R-1	R-2, R-3	R-6	PUD	NB	HB	TB	CBD
Single-Family	X	X	X	X	X		X	X
Single-Family Attached			X				X	X
Duplexes			X				X	X
Townhomes			X				X	X
Condominiums			X				X	X
Apartments			X				X	X

**Map 2.7: Future Land Use**



The recent comprehensive plan update, completed in 2023, designated the 17-acre site as a Mixed Use character area to align with the City's vision of a mixed-use town center development. This update resolves the conflict of the previous Future Land Use designation of a Light Industrial Character Area, which would not have supported the future trajectory of this parcel.

**DOWNTOWN DAWSONVILLE // FUTURE LAND USE**

- STUDY AREA
- 17-ACRE CATALYTIC SITE
- PUBLIC / INSTITUTIONAL
- COMMERCIAL
- MIXED USE / PUD
- LIGHT INDUSTRIAL
- CONSERVATION
- GATEWAY CORRIDORS
- AIRPORT
- RESIDENTIAL
- HISTORIC DISTRICT
- UNINCORPORATED DAWSON COUNTY

# TRANSPORTATION AND CONNECTIVITY

## TRANSPORTATION AND CONNECTIVITY

This analysis reveals three main challenges facing downtown Dawsonville:

1. Lack of safe non-vehicular access between its two prime areas
2. Gaps in pedestrian infrastructure
3. High traffic counts

### Street Grid

Downtown Dawsonville benefits from a modest street grid that allows for easy navigation of its Historic District. This grid is comprised of nearly 20 blocks (averaging

approximately 110 x 220 feet) not including the Historic Courthouse. There is room to expand upon the street grid as well—parcel data shows unbuilt rights-of-way for a southward extension of Bernard Long Street, E 3rd Street, and E 4th Street, as well as the eastward extension of E 1st Street.

### Vehicular Traffic

The study area is served by 8.1 miles of roadway, including 2.4 miles of state highway. Sections of Main Street and Dahlonega Street, bounded by Maple Street to the west and E 4th Street to the east, are included within the State Route

53 corridor. The 636-foot stretch between Academy Avenue and Allen Street provides the only direct connection between Dawsonville’s Historic District and its Civic Center.

The convergence of two state highways in downtown Dawsonville brings a significant amount of traffic through the study area. Average Annual Daily Traffic (AADT) counts indicate that approximately 12,700 vehicles travel daily along Dahlonega Street just east of the square, 7% to 12% of which are trucks. Counts are slightly lower along Main Street and Shoal Creek Road, suggesting that the bulk of pass-through traffic arrives via SR 53 in the southeast (Map 2.9). Table 1.8 compares downtown Dawsonville’s AADT with the maximum AADT count for the downtowns of peer cities of similar size and distance from downtown Atlanta.

A bypass that circumvents downtown Dawsonville has been discussed among City officials and in previous plans. Map 1.10 shows the preferred alignment for this bypass.

Table 2.8: Average Annual Daily Traffic Maximums in Dawsonville and Peer Cities

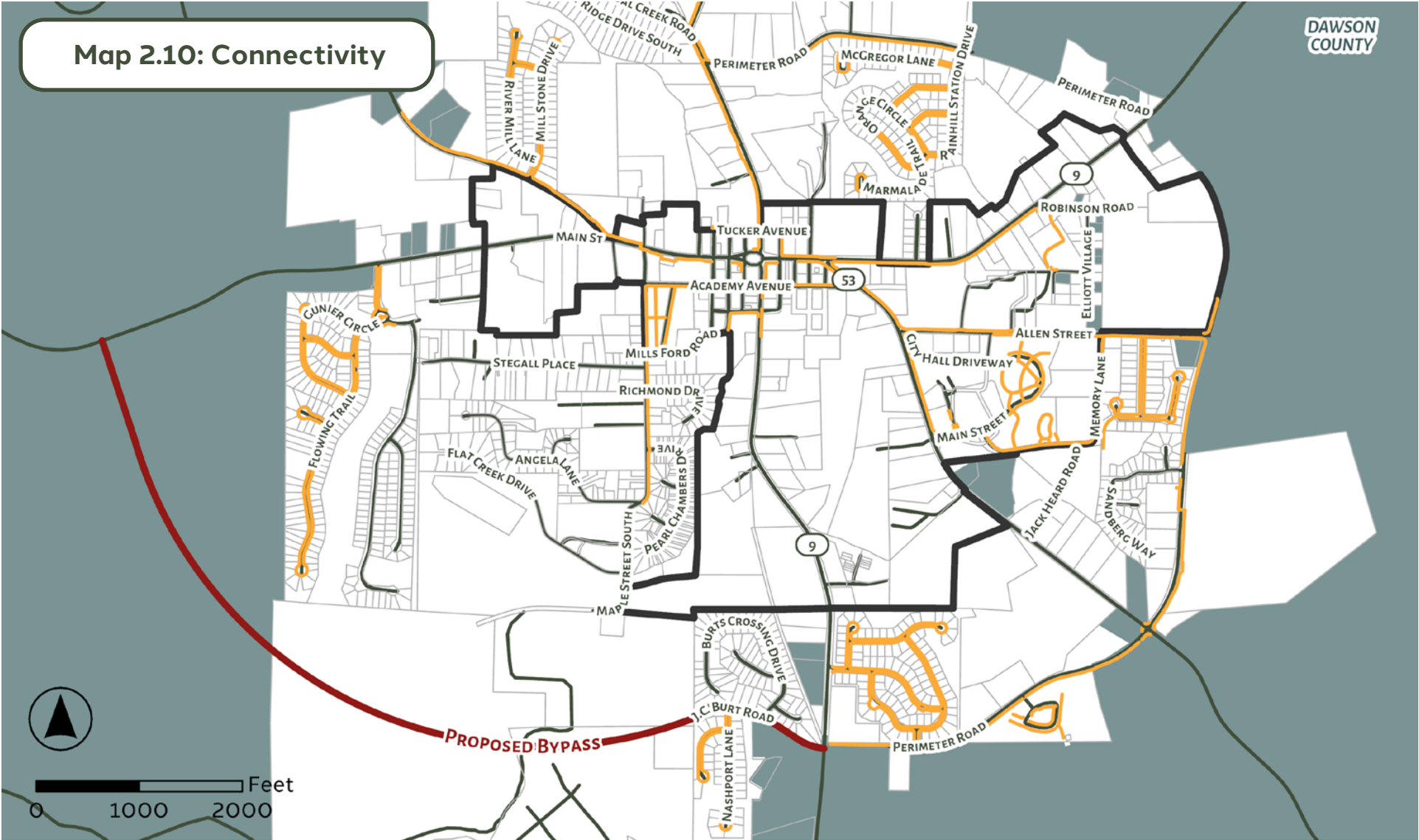
City	Population (2021 data)	Maximum Personal Vehicle Count	% Truck Count
Dawsonville	4,172	12,700	8%
Jasper	4,235	13,400	5%
Hoschton	4,290	16,400	8%
Rockmart	4,811	8,110	N/A
Social Circle	5,121	6,480	4%
Senoia	5,245	8,330	N/A



## DOWNTOWN DAWSONVILLE // TRAFFIC COUNTS

- # AVERAGE ANNUAL DAILY TRAFFIC COUNT
- STUDY AREA
- UNINCORPORATED DAWSON COUNTY

Map 2.10: Connectivity



### DOWNTOWN DAWSONVILLE // CONNECTIVITY

- ROADS
- SIDEWALKS
- PROPOSED BYPASS
- STUDY AREA
- UNINCORPORATED DAWSON COUNTY



# PARKING AND PEDESTRIAN INFRASTRUCTURE

## PARKING

Downtown Dawsonville is well-served by parking, with an approximate total of 1,670 spaces between the historic district and the civic center (Map 2.11). Most of these spaces are concentrated in off-street lots, though some street parking can be found along side streets in the historic district.

Some parking lots, if underutilized, could be considered for infill development. Currently, minimum parking requirements (Article VI) dictate how much off-street parking is required for various uses. Allowing for shared parking solutions in lieu of site-specific minimum parking requirements could allow for more flexible development that meets the needs of downtown.

## PEDESTRIAN INFRASTRUCTURE

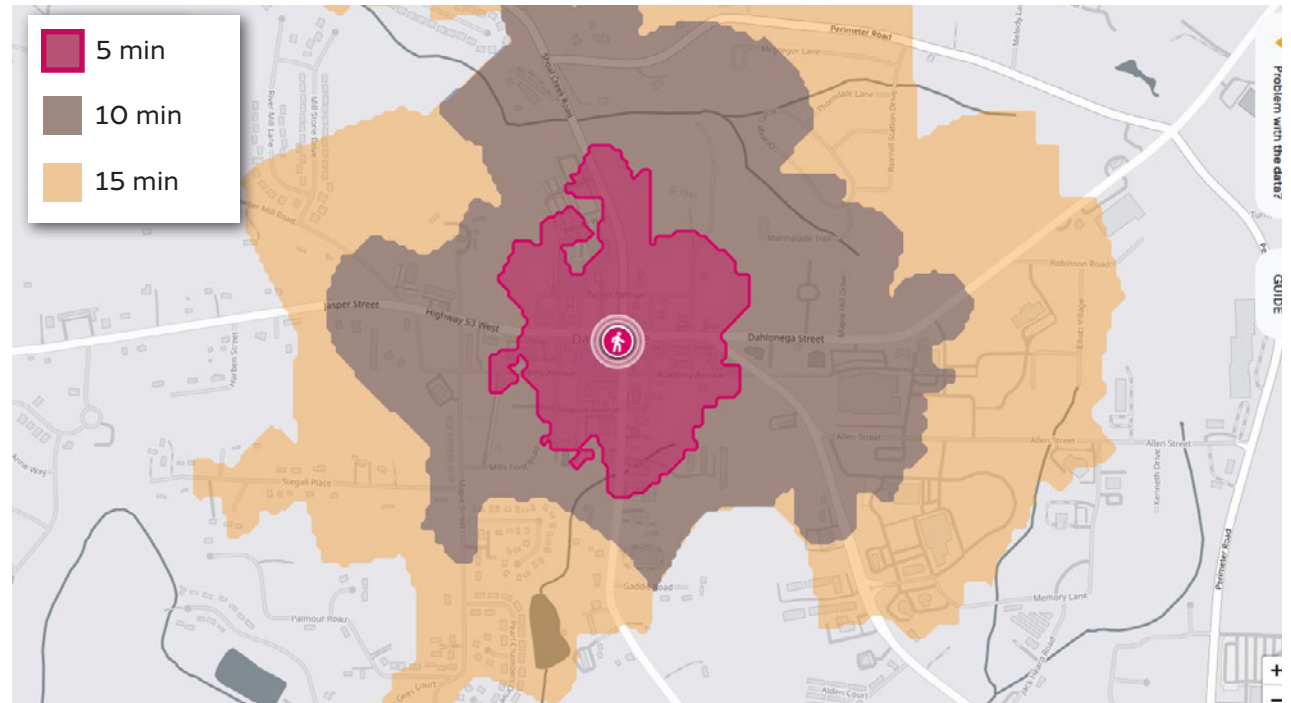
Despite downtown Dawsonville's well-connected grid system and small blocks, there are significant gaps in safe, functional, and appealing pedestrian infrastructure. The existing grid system is supportive of short pedestrian trips within downtown, as shown by the average 5-minute walk time radius (Map 2.11).

However, Dawsonville's walk score remains low—53 out of 100—in part due to these gaps.

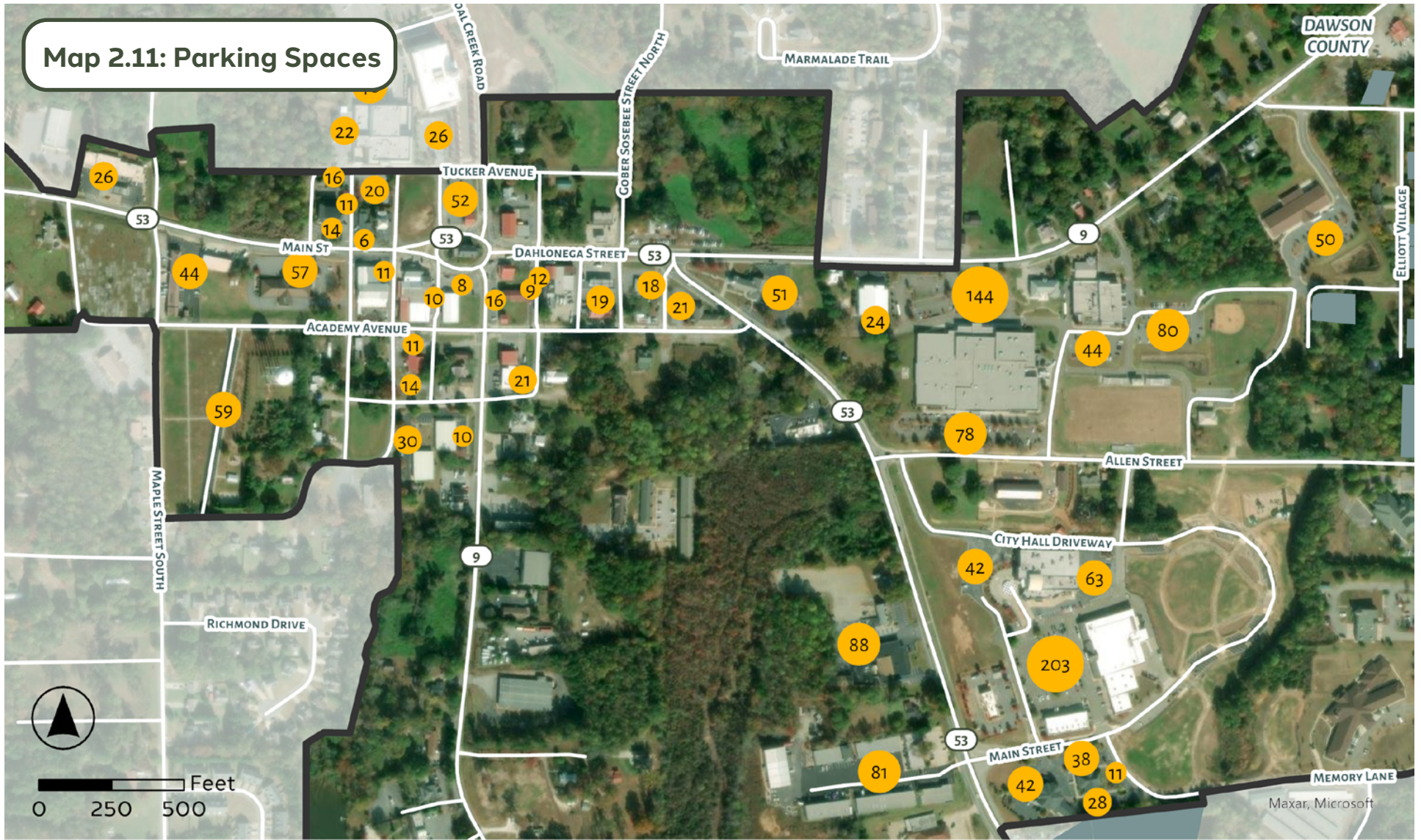
In total, the study area contains 4.4 miles of sidewalk, including the multi-modal trail and footpaths within Main Street Park as well as sidewalks in private subdivisions. Within the historic district and civic center, the project team identified several gaps in sidewalk infrastructure, totaling approximately 1.3 miles of sidewalk

infill opportunities (Map 2.12). Many of these gaps require pedestrians to walk across surface parking lots that have no meaningful separation from the roadway, leaving them vulnerable to collisions from vehicles trying to park and creating a poor pedestrian experience.

Map 2.11: Downtown Dawsonville Walk Times (via TravelTime)



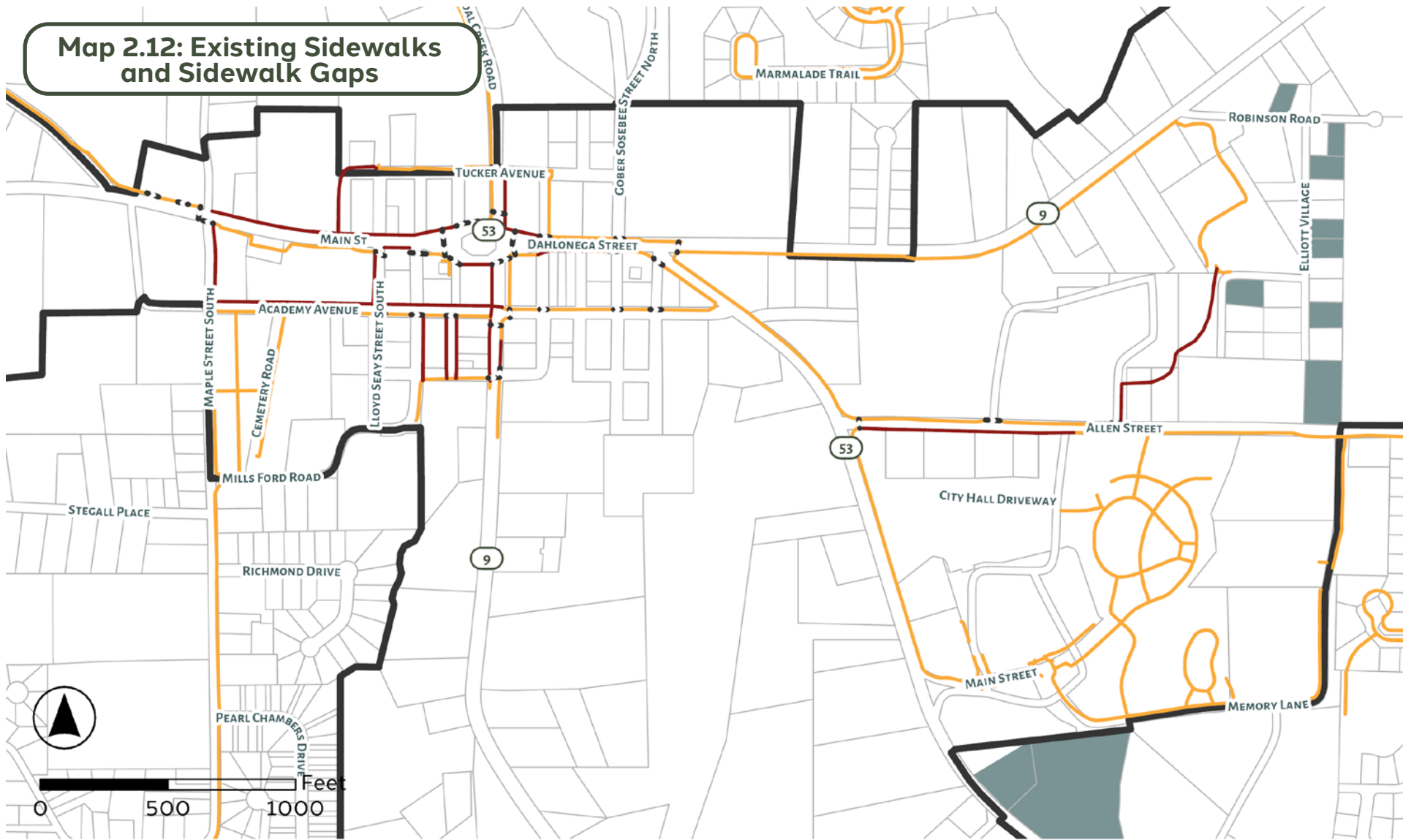
Map 2.11: Parking Spaces



## DOWNTOWN DAWSONVILLE // PARKING SPACES

- # PARKING SPACE COUNT
- ▭ STUDY AREA
- ▭ UNINCORPORATED DAWSON COUNTY

**Map 2.12: Existing Sidewalks and Sidewalk Gaps**



**DOWNTOWN DAWSONVILLE // CONNECTIVITY**

- SIDEWALKS
- SIDEWALK GAPS
- · · · — CROSSWALKS
- ▭ STUDY AREA
- ▭ UNINCORPORATED DAWSON COUNTY

# MARKET STUDY SUMMARY

To understand what kind of private development may be appropriate for downtown Dawsonville, the project team conducted a market study that compared Dawsonville with surrounding geographies: Dawson County, the Local Retail Trade Area (LRTA)<sup>1</sup>, and the Regional Retail Trade Area (RRTA)<sup>2</sup>. This section summarizes key points from that market study. (To view the full study, see Appendix.)

## DEMOGRAPHICS

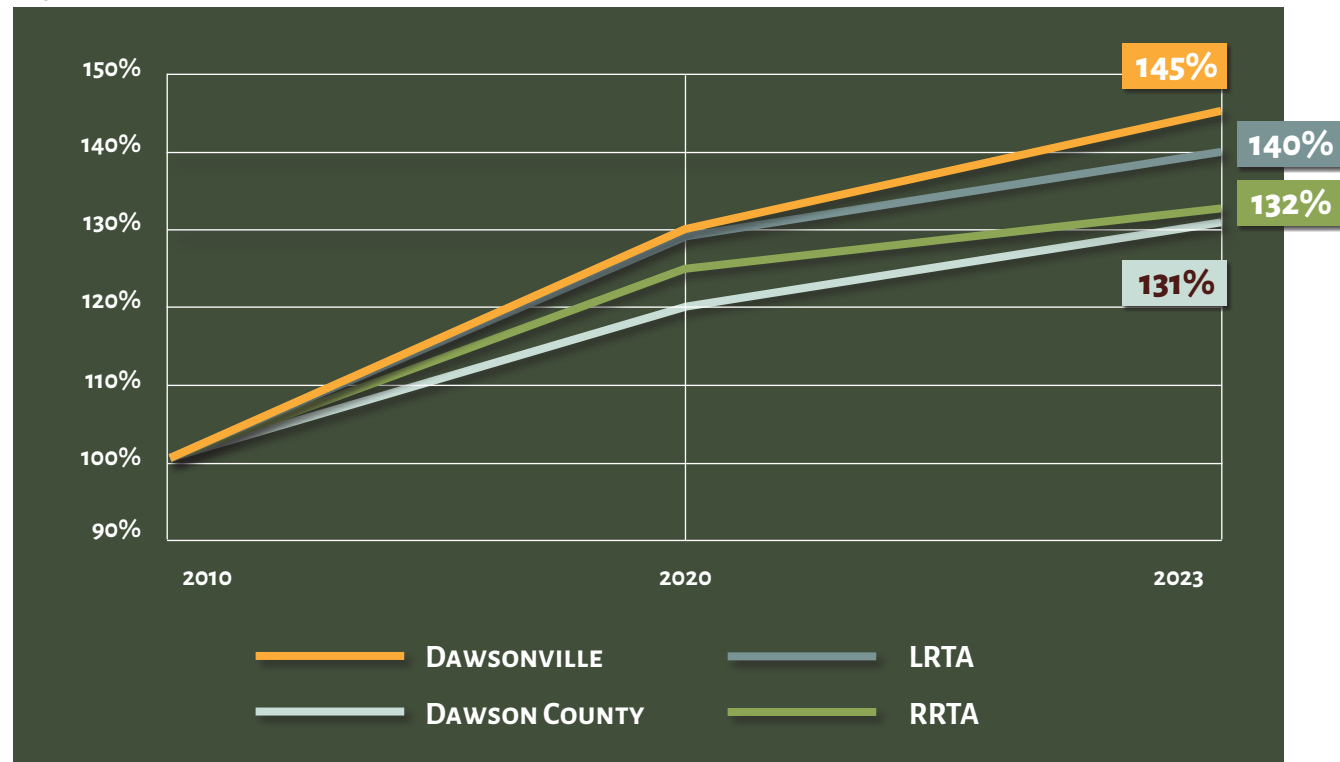
According to the 2020 Census, Dawsonville's population is 3,720 with an approximate growth rate of 2.7%. By 2028, the city can expect a population of approximately 4,600 residents. Dawsonville is projected to grow slightly faster than Dawson County, the LRTA, and the RRTA (Figure 2.13).

Compared to the other geographies, Dawsonville's population is slightly younger. Its median age is the lowest of the four areas (40.6 years old, compared to 41

for the LRTA and RRTA and 44 for Dawson County) and the city of Dawsonville has the largest percentage of children (24.4%). However, most households in Dawsonville are 1- or 2-person households, 66% of which do not have children. These demographic characteristics are important to consider when building out programming for economic development.

Dawsonville lags behind Dawson County, the LRTA, and the RRTA in median household income and educational attainment. Dawsonville's median household income is \$72,334, a sharp drop-off compared to the LRTA and RRTA. The RRTA, in particular, has a high concentration of households earning over \$250,000 annually, suggesting an opportunity to attract higher-earning households to Dawsonville (Figure 2.14).

Figure 2.13: Relative Population Growth, 2010-2023



Source: KB Advisory based on data from Claritas

1 The boundary for the LRTA was created by mapping a 15-minute drive time from Downtown Dawsonville.

2 The boundary for the RRTA includes Jasper, Dahlonega, and Cumming.

In terms of higher education, 90% of Dawsonville residents have a high school degree or its equivalent. However, only 24% of residents have an advanced degree, compared to 40% of residents within the RRTA. Given the RRTA includes Dahlonega and the University of North Georgia, there may be some natural skew in the data; however, this gap represents an opportunity for attracting high-skilled jobs in innovative sectors.

## EMPLOYMENT

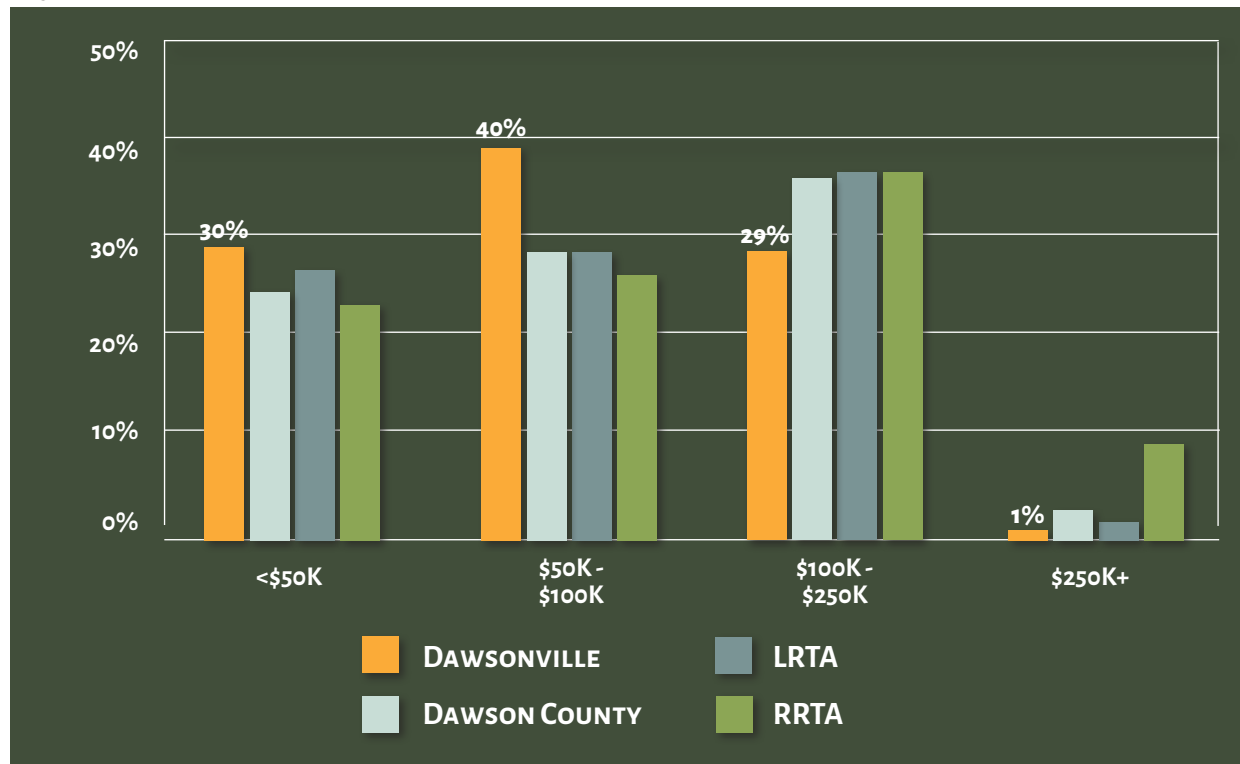
More workers commute out of the LRTA than commute in. Approximately 11,300 workers leave the area, whereas approximately 6,600 workers commute in and 1,450 live and work in the LRTA.

The data is similar for the RRTA. While a higher percentage of people who live in the RRTA stay for work, about 96,500 workers

commute out while 44,000—almost half as many—commute in.

Workers from Dawsonville tend to be employed in Forsyth County (20%), greater Dawson County including North Georgia Premium Outlets (13%), and the northern parts of metro Atlanta inside I-285 (18%).

Figure 2.14: Household Income Distribution, 2023



Source: KB Advisory based on data from Claritas

# MARKET STUDY SUMMARY

## INDUSTRIES

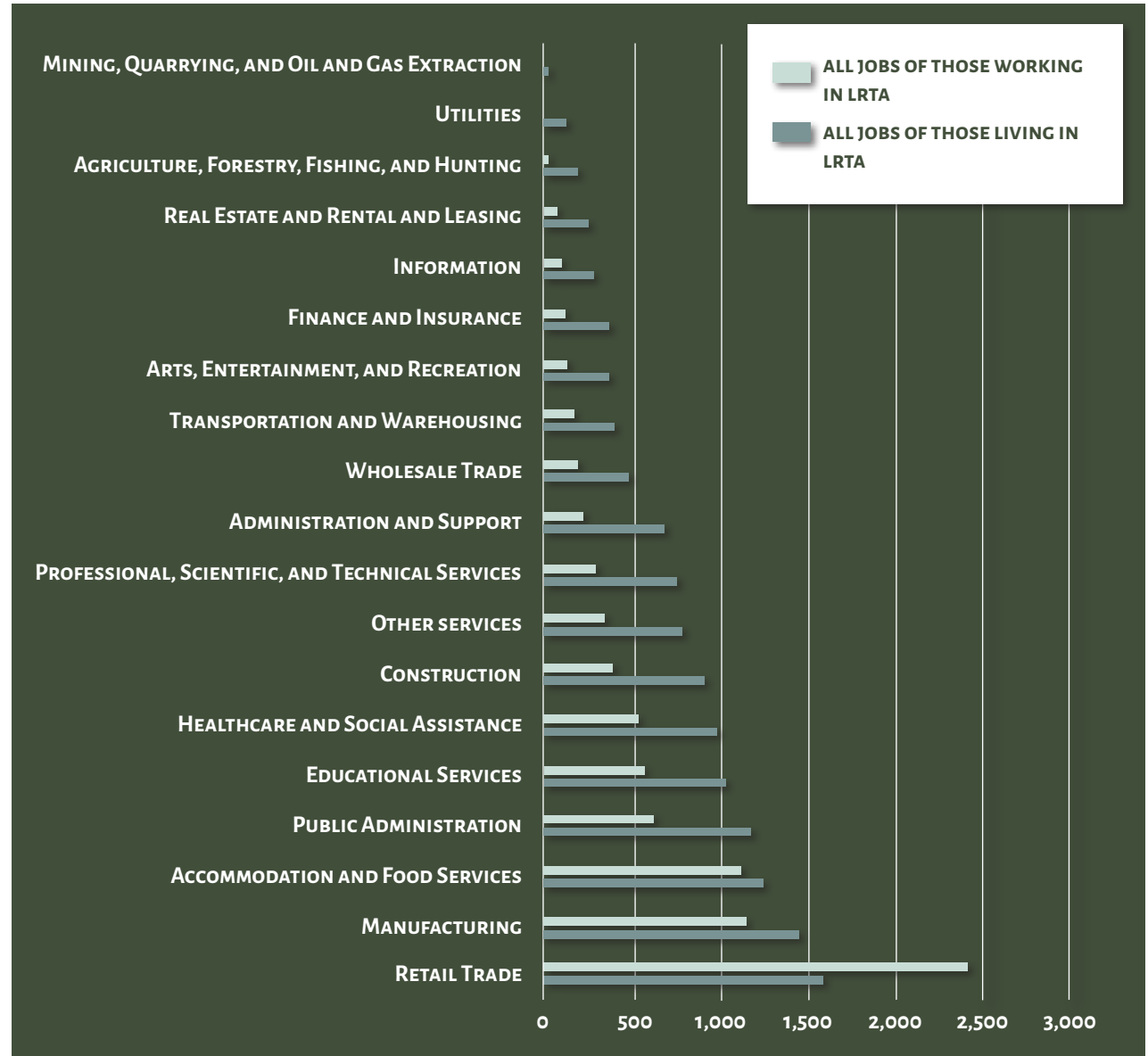
Retail trade is a prominent sector for employment opportunities in both the LRTA and the RRTA. Retail is the strongest sector in the LRTA, responsible for 30% of the job opportunities within this area. It is notable, however, that only 12% of residents are employed in this sector, meaning that most workers filling these jobs come from outside the LRTA (Figure 2.15).

Within the RRTA, health care and social assistance and educational services stand alongside retail trade as the three most prominent economic sectors. The share of residents employed in these sectors exceed the number of non-residents, suggesting a strong regional workforce base between Jasper, Dahlonega, Cumming, and Dawsonville.

## MARKET SPENDING

Spending patterns within each of these areas suggest a large mismatch between existing retail establishments and retail needs. In general, the retail supply in Dawsonville exceeds the retail demand by over 150%. Looking more closely at the types of retail available, there is a large

Figure 2.15: Total Jobs by Industry, LRTA, 2020



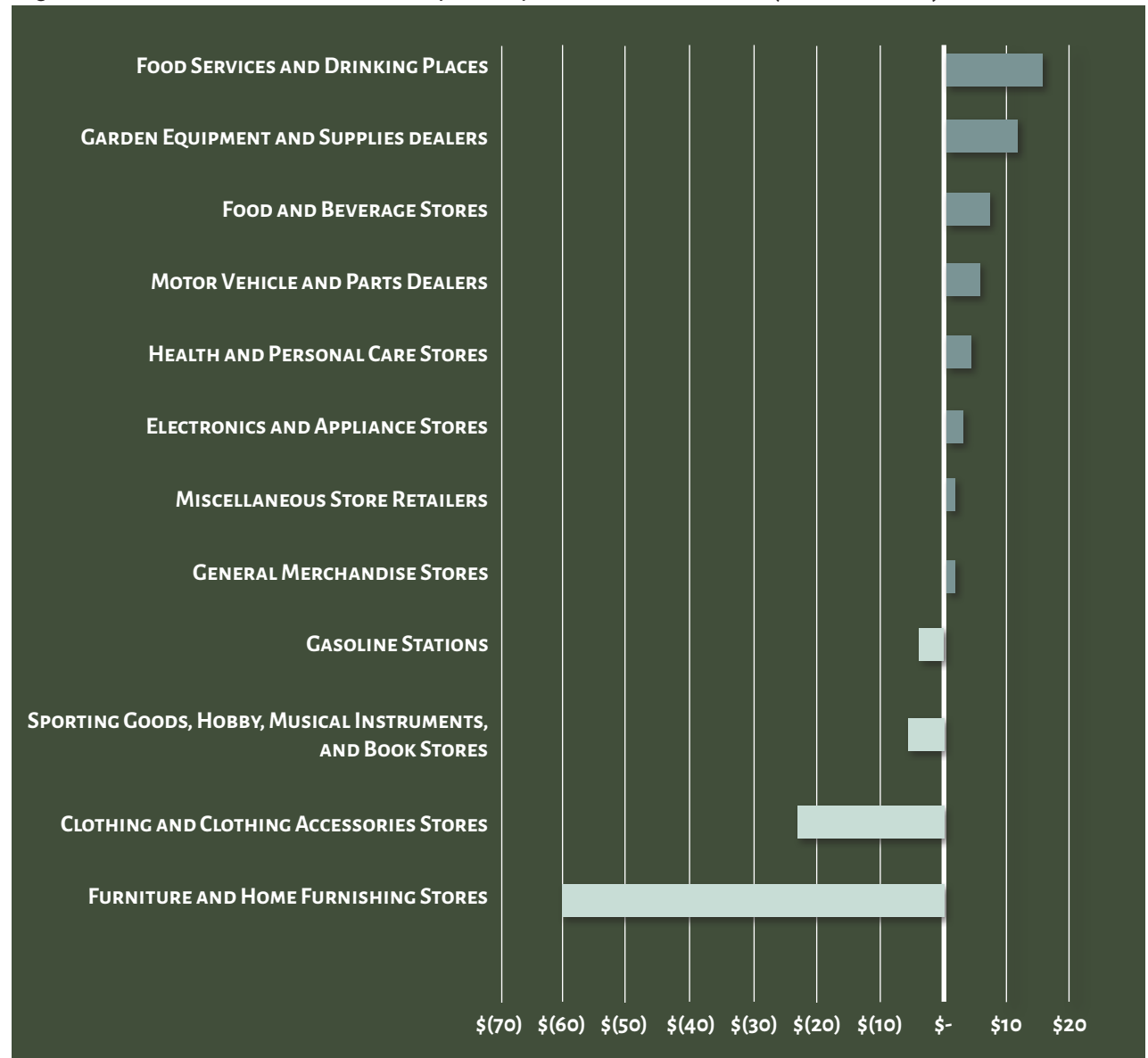
Source: KB Advisory based on data from Census, 2020

oversaturation of home furnishing and clothing stores and a lack of restaurants, bars, and grocery stores or specialty food and drink shops (Figure 2.16).

Data for the LRTA paints a similar picture. There is a surplus of retail across most major categories, including Dawsonville’s most prominent categories of furniture and clothing, food and beverage, garden supplies, health care, and general merchandise.

Unlike Dawsonville and the LRTA, the RRTA has a prominent retail gap. Demand for retail exceeds supply across most categories, including motor vehicle and parts dealers, food and beverage, health care, and general merchandise. Part of this gap could be explained by the increased travel count at the regional scale; however, the RRTA’s higher population could suggest more retail services are appropriate.

Figure 2.16: Dawsonville Retail Gap Analysis, 2023 Estimate (in \$ millions)



Source: KB Advisory based on data from Claritas

# MARKET STUDY SUMMARY

## HOUSING AND REAL ESTATE

As a general rule, one way to close the gap between retail surplus and retail demand is to encourage growth through new housing opportunities. The team analyzed Dawsonville’s housing supply and market conditions to understand how housing growth could support and be woven into potential downtown development.

Dawsonville has an estimated 1,637 housing units within the city limits (Table 2.17). About 1,313 (80%) are single-family homes, while 83 (5%) are townhomes and 180 are multi-family (16%). Owner-

occupied homes make up 73% of those in Dawsonville, marking a slightly lower ownership rate than surrounding Dawson County (81%) (Figure 2.18).

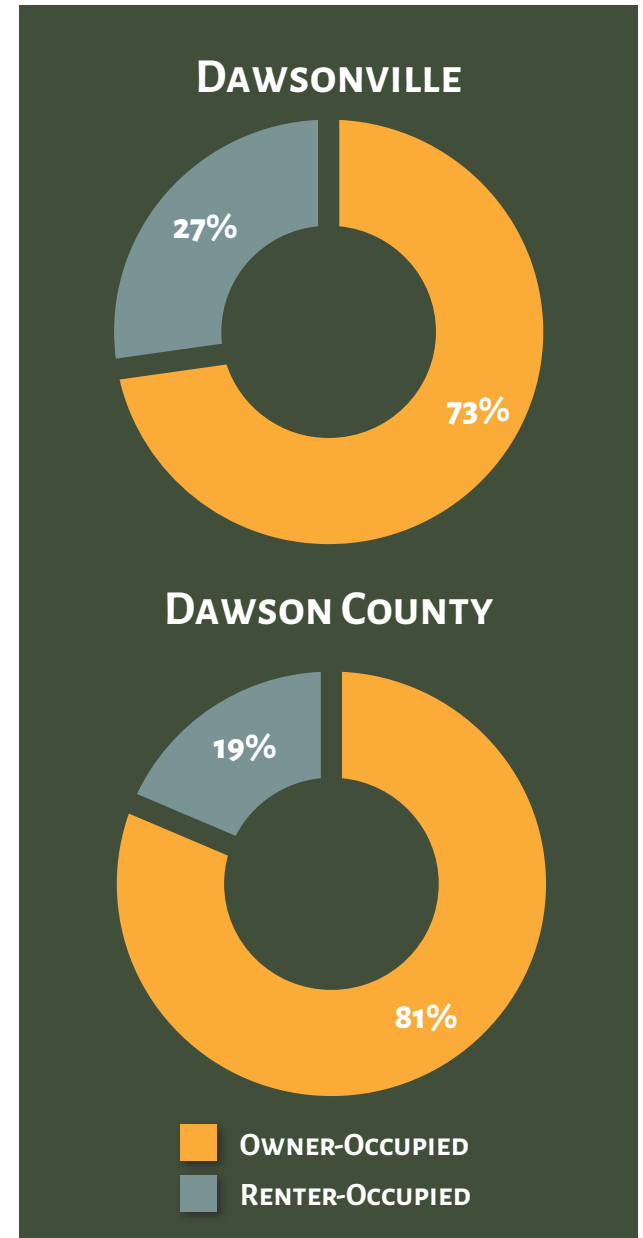
Home values within Dawsonville are significantly lower than Dawson County. The median home value in Dawsonville is approximately \$275,000; in Dawson County, it is \$338,000. The majority (60%) of Dawsonville’s homes are between \$200,000 and \$500,000. Dawson County has a significantly higher percentage of homes valued at \$500,000 and above—29% compared to Dawsonville’s

Table 2.17: Dawsonville Housing Inventory

Type of Housing	Units	Share by Housing Type
1 Unit Detached (Single Family)	1,313	80%
1 Unit Attached (Townhouses)	83	5%
Small Multi-Family (2-4 Units/Building)	84	5%
Large Multi-Family (5+ Units/Building)	96	6%
Trailer, RV, & Boat	61	4%
<b>TOTAL</b>	<b>1,637</b>	

Source: KB Advisory based on data from Claritas

Figure 2.18: Housing Tenure





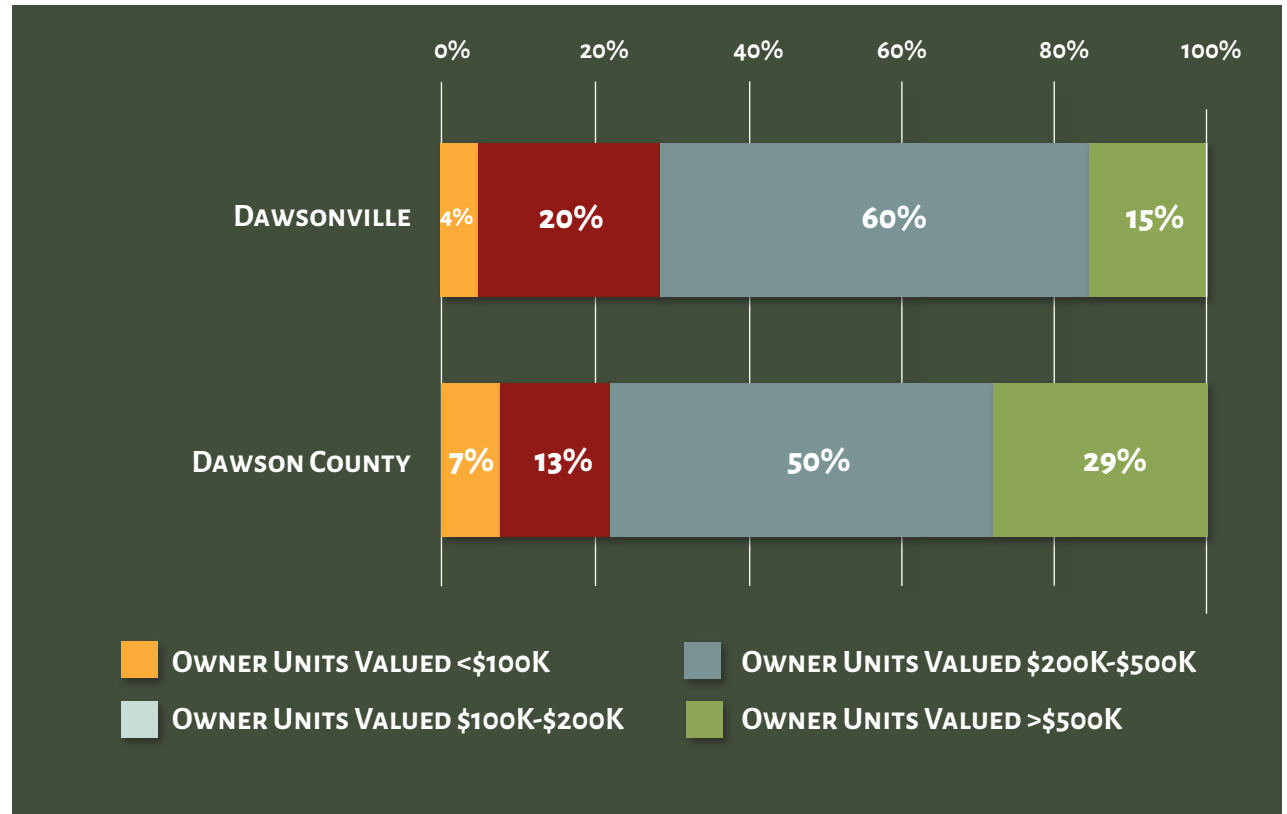
15%. Median home sale prices have increased steadily in both jurisdictions (Figure 2.19).

Both Dawsonville and Dawson County are among the few Georgia jurisdictions where building permit counts are higher since 2017 than before the 2008 market crash. Between 2017-2021, Dawsonville averaged 103 permits per year, compared to 64 permits per year between 2003-2007. In Dawsonville, all permits since 2013 have been for single-family homes.

The apartment market in Dawsonville has been stagnant since 2013, when the 72-unit Farmington Woods apartment complex finished construction. While that project created a momentary increase in vacancy, those units quickly filled, returning Dawsonville’s vacancy rate to 5% by 2015. While multifamily construction has not grown since 2013, rents have grown 40% since 2017.

The retail real estate market in all three areas is tight. The retail vacancy rate within Dawsonville’s DDA is 1%, and the rate for both the LRTA and RRTA is 2%. Combined with the mismatched categories in market spending from above, this suggests that Dawsonville is not attracting the kinds of businesses that would benefit residents and visitors.

Figure 2.19: Owner Units by Value, 2023



Source: KB Advisory based on data from Claritas



# 03 COMMUNITY OUTREACH





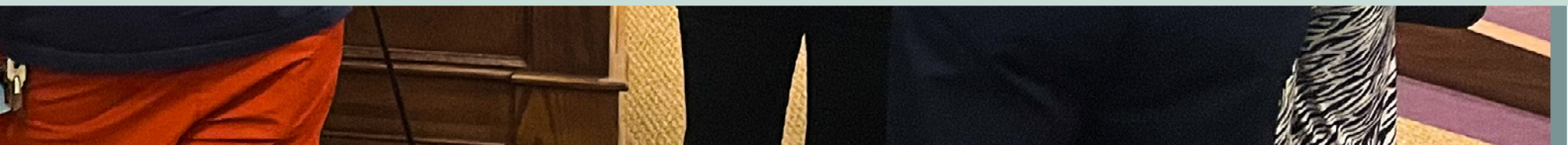
## PROCESS & TIMELINE

PRELIMINARY OUTREACH + STAKEHOLDER INTERVIEWS

PUBLIC KICK-OFF MEETING

COMMUNITY DESIGN WORKSHOP

FINAL PLAN OPEN HOUSE



# PROCESS + TIMELINE

## PROCESS

The community was engaged throughout the planning process to ensure the plan reflects the community’s vision for the future of downtown. The project schedule below shows how engagement aligned with the three phases of the planning process: Initiate and Understand, Draft Recommendations, and Finalize Recommendations. A public meeting was held at each stage of the process to collect input before moving into the next stage of the project. The public meetings

included a Public Kick-Off meeting, a Community Design Workshop, and a Final Plan Open House. The input from each of these meetings is summarized later in this chapter.

## OUTREACH METHODS

In addition to the public meetings, the City held stakeholder interviews to collect more information on people’s vision for downtown. Stakeholder meetings were hosted both prior to engaging the consultant team and throughout the duration of the planning process.

Planning study updates and public engagement opportunities were advertised by:

- City website and social media
- Newspaper articles, published at each stage of the process, updating the public on the planning process and upcoming participation opportunities
- Presentations at various community groups including Dawson County Kiwanis Club, Dawson County Historic Society, Dawson County Rotary Club, UNG Leadership Committee, and

Figure 3.1: Project Schedule



- Dawson County College & Career Academy students
- Presentation tables with display and staff representation for open public questions and comment at multiple large community gatherings (Food Truck Friday events and The Family Fair event hosted by the Family Connection of Dawson County)
- Outreach and informational flyers passed out at community events and local businesses

Figure 3.3: Example images of outreach methods



Figure 3.2: Overall community participation totals



**100+**  
**STAKEHOLDER**  
**INTERVIEWS**



**3**  
**PUBLIC**  
**WORKSHOPS**



# PRELIMINARY OUTREACH + STAKEHOLDER INTERVIEWS

To best develop a clear understanding of our community needs and opportunities for this project the City, led by Amanda Edmondson, the Director of Downtown Development, Tourism & Historic Preservation, worked to create a welcoming, accessible, and inclusive environment for robust public participation. The City front-loaded the process broadly, creating an idea-rich environment welcoming many diverse viewpoints and possibilities to funnel through the plan process for consideration. A variety of outreach methods were used to solicit interest and involvement for these activities and communicate an open invitation for all community members to participate (including repeated local newspaper coverage encouraging all to get involved). An open call was advertised for comments and accepted via emails, phone calls, and social media posts. To invite those less comfortable with technology, logbooks were placed at establishments throughout the downtown area for hand-written comments. For those who prefer face-to-face discussions, the City created information booths with presentation boards and hand-outs at highly trafficked community events such as Food Truck Fridays and the “Family Fair” festival as

well as over 100 unrestricted in-person stakeholder meetings.

This community input was communicated to the planning team as a basis for drafting potential goals, concept plans, and project concepts to be considered by the public at multiple community meetings, being further developed incorporating public feedback and the firm’s research and analysis at each stage to home a final community vision. Below is a timeline of the preliminary outreach conducted by the City.

- **October, 2022:** A boots-on-the-ground approach initiated the public participation and information gathering process with door-to-door interactions throughout the downtown area meeting, conversations with business and property owners or patrons to gather initial comments, and creating a contact list of “interested parties” who desired to either participate directly in the planning process or be informed to follow our progress along the way.
- **January - August 2023:** Downtown Dawsonville issues, needs and opportunities were intentionally discussed at the City of Dawsonville Comprehensive Plan steering committee meetings as a basis to prepare the way for strategic planning.

- **January, 2023- January, 2024:** Over 100 of those interested parties met individually with Amanda and were provided an overview of the strategic planning process and asked for the following input for the process:

- Ideas for the use of the 17 acre town center
- Ideas for potential improvement projects in the Historic District
- Projects or program suggestions in our existing Civic Resource areas
- Perspective of the community’s greatest existing or future anticipated assets and resources, and suggestions for how they can be grown or supported
- Perspective of the community’s greatest exiting or future anticipated problems and ideas for how they could be addressed
- Personal desires as a consumer for business development opportunities in the downtown

This input was provided to the planning team as early as possible and incorporated into the process of developing plans for public comment and feedback at each of the three open public meetings, alongside the existing conditions analysis.

# PUBLIC KICK-OFF MEETING

## OVERVIEW

The Public Kick-Off Meeting was hosted at City Hall on September 7th, 2023.

At the meeting, the team presented key findings from the inventory and analysis, including the market analysis. After the presentation, attendees provided input on the strengths of downtown Dawsonville and what success looks like in the future using Mentimeter, an online public engagement tool. Additionally, community input was collected on the draft project goals, and visual preference surveys (VPS) were provided to collect top choices for the following categories, the results of which are on the following pages.

### VPS Categories:

- Public space amenities
- Recreation amenities
- Streetscape elements
- Bicycle/pedestrian elements
- Sustainability elements
- Scale of residential buildings
- Height of mixed-use buildings
- Attractions
- Wayfinding elements
- Public art



## WHAT ARE THE STRENGTHS OF DOWNTOWN TODAY?

- Small town feel
- Heritage and history
- Strong community
- Main Street Park
- Opportunities for growth
- Access to hiking trails, waterfalls, and natural areas
- Bowen Center for the Arts

## IN THE FUTURE, DOWNTOWN DAWSONVILLE WILL BE SUCCESSFUL IF...

- More local restaurants & businesses
- Safe pedestrian areas and high connectivity
- Proposed bypass is installed
- Variety of activities to do
- Attractive landscaping
- Outdoor gathering spaces
- Appeals to all age ranges

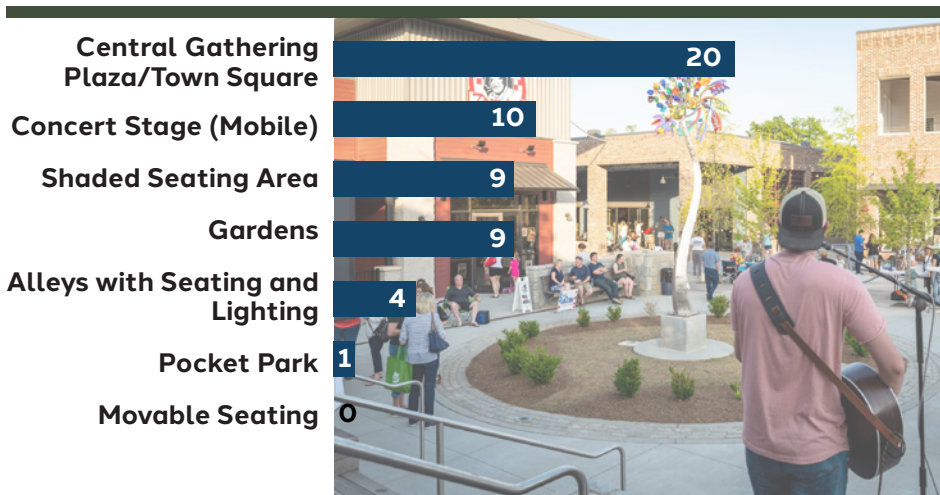


Figure 3.4: Public Kick-Off Meeting

Figure 3.5: Visual preference survey results from the public kick-off meeting



## PUBLIC SPACE ELEMENTS

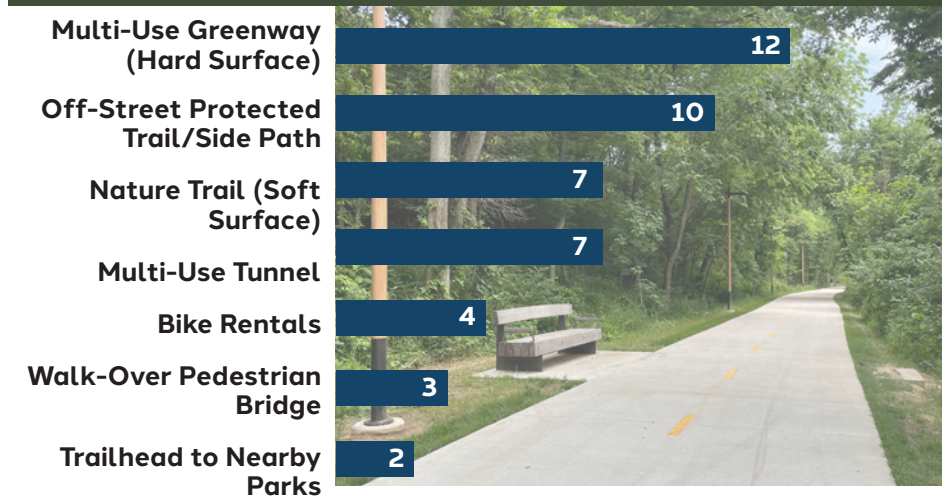


## RECREATION ELEMENTS

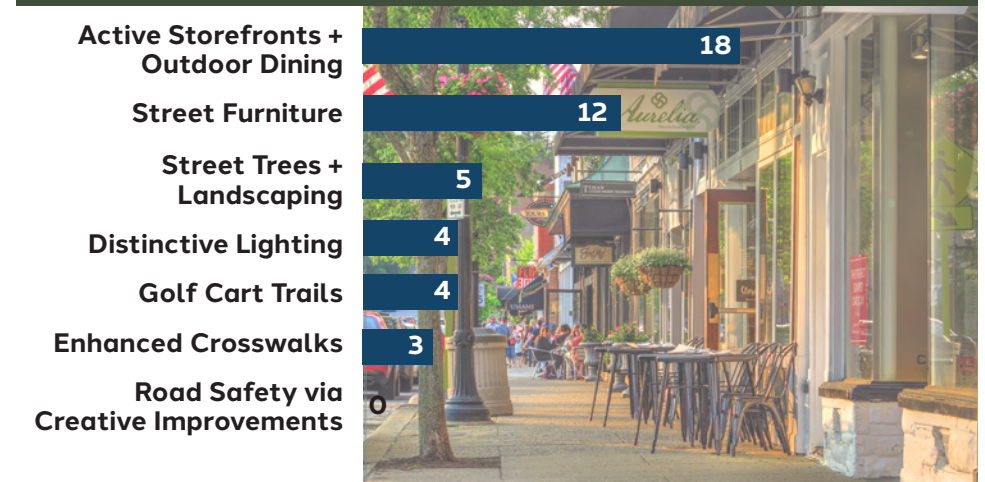




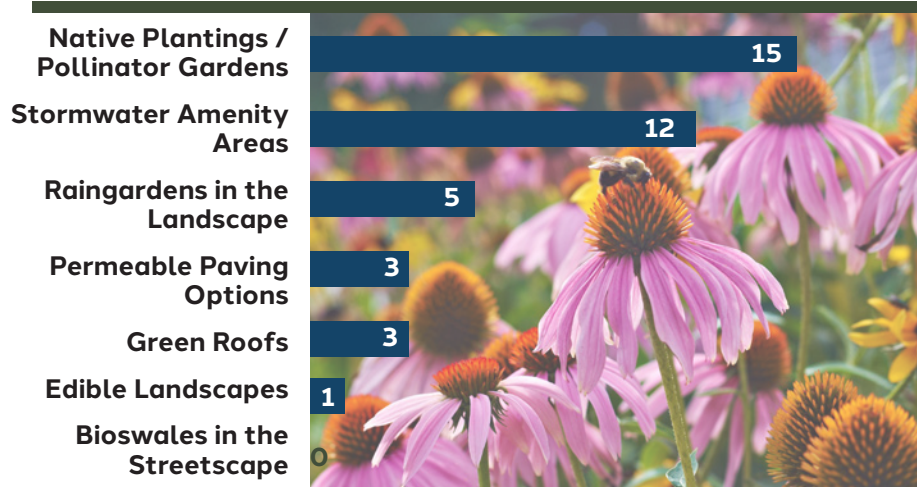
## BIKE/PEDESTRIAN ELEMENTS



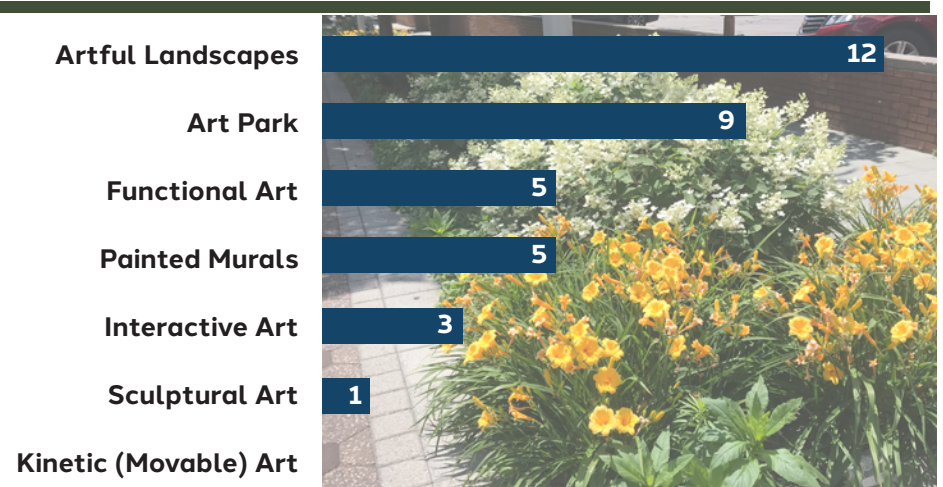
## STREETSCAPE ELEMENTS



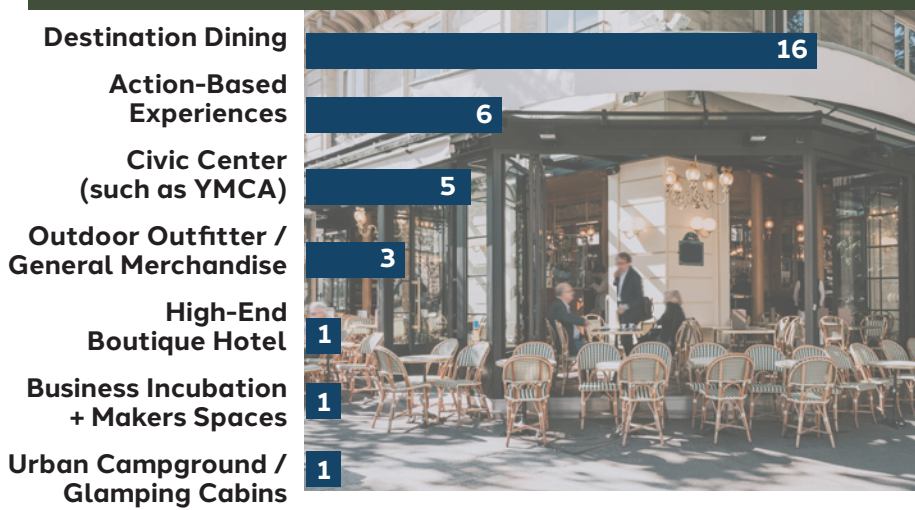
## SUSTAINABILITY ELEMENTS



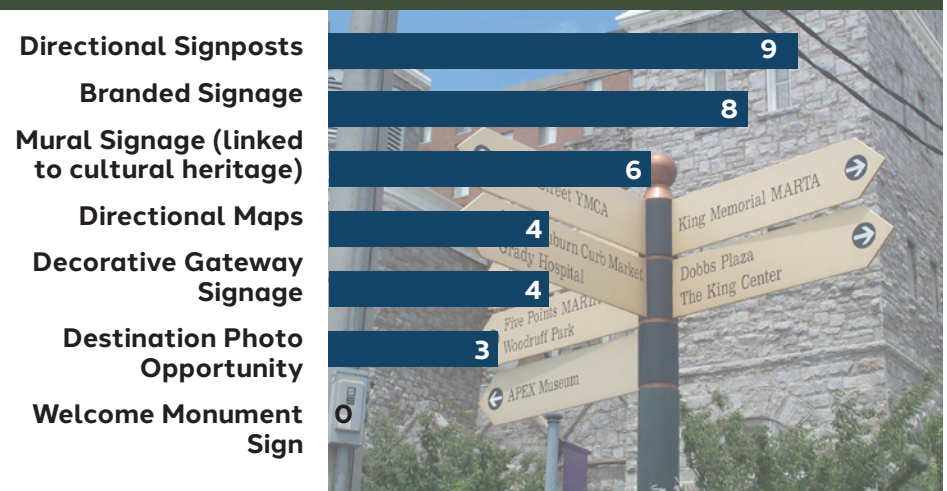
## PUBLIC ART ELEMENTS



# ATTRACTIONS



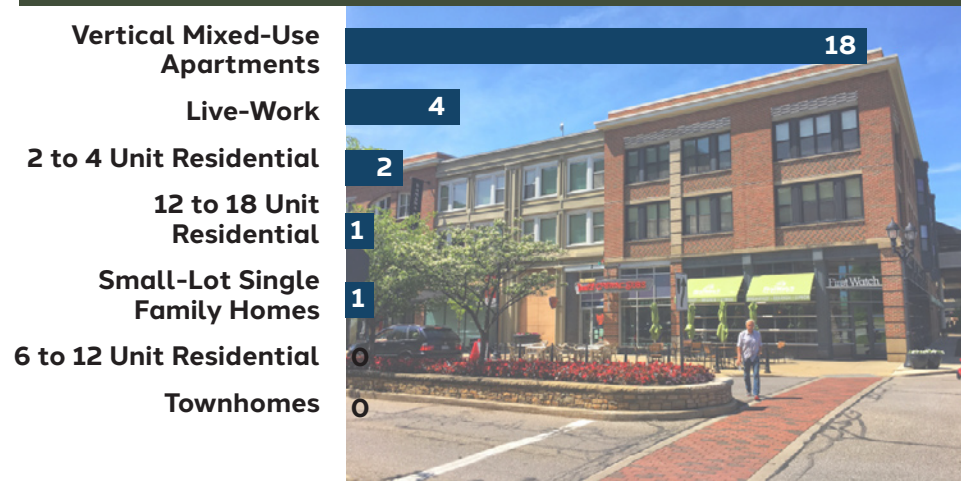
# WAYFINDING ELEMENTS



# HEIGHT OF MIXED-USE BUILDINGS



# PREFERRED SCALE OF RESIDENTIAL BUILDINGS



# COMMUNITY DESIGN WORKSHOP

## OVERVIEW

The Community Design Workshop was hosted at City Hall on November 2nd, 2023. A presentation provided an update on the project tasks and timelines, followed by a brief review of the two draft concept site plans. Working in six small groups, the participants completed a series of activities to select the preferred concept plan and select design elements for the plaza, greenspaces, public art. The groups also designated their top architectural styles for the mixed-use, commercial, and multi-family buildings in the Town Center. The results of these input activities are summarized on the following pages.

Figure 3.6: Community design workshop



## KEY FEEDBACK ON CONCEPTS

- Overall, people want downtown Dawsonville to feel unique, beautiful, walkable, inviting, and celebrating of the local culture, history, and businesses.
- Most people liked the vertical mixed-use development as it appeals to a variety of user groups including younger populations.
- There is a strong desire to see as many integrated greenspaces as possible.
- Activating Highway 53 with commercial and other active uses is preferable.
- There were mixed opinions on whether to utilize a pedestrian bridge or tunnel for access across Highway 53. Those who preferred the bridge stated it would feel safer and be more visually inviting. Those in favor of the tunnel said it would be more easily accessible and simpler.
- Most said there should be less single-family and more multi-family apartments or townhouses; however, a couple groups wanted more single-family.
- Most preferred tiny houses marketed as vacation rentals instead of a campground in the southern portion of the site.
- A few desired to see a new City Hall Complex in the new Town Center.
- Most preferred to have the pocket market and business incubator / coworking space in the Town Center.
- A future parking deck would be beneficial to ensure there is adequate parking.



Map 3.8: Concept 'A'

LAND USE SUMMARY

- CH City Hall
- H Hotel & Event Venue
- INC Incubator & Co-Working
- C Commercial
- MU Mixed-Use
- MF Multi-Family
- 6P Six-Plex
- SF Single Family
- TH Townhouse
- OS Outdoor Outfitter Store
- CA Commercial Addition
- HR Historic Renovation
- GS Green Space
- PL Plaza
- UC Upscale Campground
- SP Stormwater Park
- P Shared Parking/Future Deck
- Multi-Use trail (Short-Term)
- Multi-Use Trail (Long-Term)
- Mountain Biking Trail
- Trailhead
- Intersection Improvements
- ★ Gateway Signage



# Map 3.9: Concept 'B'

## LAND USE SUMMARY

- CH City Hall
- H Hotel & Event Venue
- INC Incubator & Co-Working
- C Commercial
- MU Mixed-Use
- MF Multi-Family
- 6P Six-Plex
- SF Single Family
- TH Townhouse
- OS Outdoor Outfitter Store
- CA Commercial Addition
- HR Historic Renovation
- GS Green Space
- PL Plaza
- UC Upscale Campground
- SP Stormwater Park
- P Shared Parking/Future Deck
- Multi-Use trail (Short-Term)
- Multi-Use Trail (Long-Term)
- Mountain Biking Trail
- Trailhead
- Intersection Improvements
- ★ Gateway Signage



Figure 3.9: Community Design Workshop activity results

## TOP PLAZA DESIGN ELEMENTS



Shade Structures



Fountain

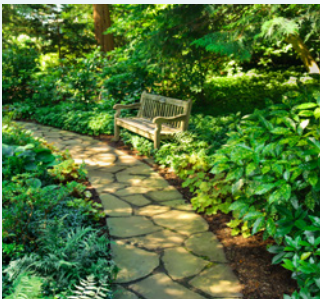


Open Lawn



Small Amphitheater Stage

## TOP GREENSPACE ELEMENTS



Gardens



Art Park



Shade Structures



Open Lawn

## TOP PUBLIC ART ELEMENTS



Artful Landscape



Murals



Historical Interpretive Art



Gateway Signage





## TOP MIXED-USE & COMMERCIAL ARCHITECTURAL STYLES



Mill



Craftsman



Folk Victorian



Colonial Revival

## TOP MULTI-FAMILY ARCHITECTURAL STYLES



Mill



Craftsman



Folk Victorian

# FINAL PLAN OPEN HOUSE

## OVERVIEW

The Final Plan Open House was hosted at City Hall on January 25, 2024. The team provided an update on the project timeline and shared the recommendations and implementation strategies for the comprehensive strategic plan. Additionally, the team presented the real estate demand forecast. Activities on display boards set up throughout the room collected input on the community's favorite aspects of the plan and their top priority implementation projects. The results of these activities are provided on the following pages.



## TOP PRIORITY IMPLEMENTATION PROJECTS

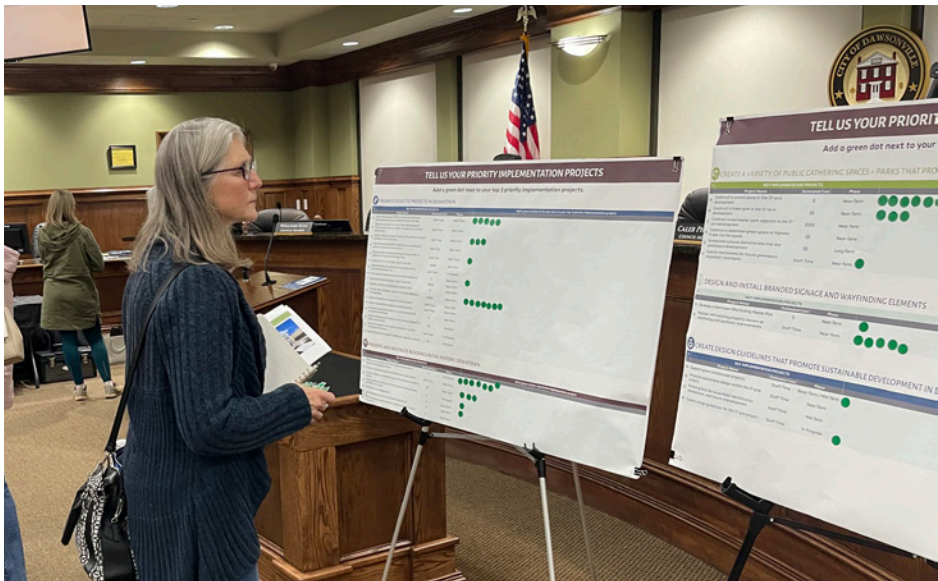
- Provide water and sewer capacity for future downtown developments.
- Make zoning revisions and clear design guidelines to facilitate the comprehensive strategic plan.
- Construct new streets proposed in the comprehensive strategic plan.
- Issue development RFP for mixed-use and future development parcels located in the 17-acre site.
- Partner with existing property owners on wayfinding and aesthetic improvements.
- Construct a linear park in the 17-acre development.
- Initiate feasibility study for hotel and conference center located in the 17-acre site.
- Create a façade enhancement grant for downtown property owners.
- Promote a cannery and/or maker space downtown.
- Conduct a Downtown Parking Assessment Study.
- Create a historic downtown tree and landscape grant.
- Coordinate with state, regional, and national organizations for funding opportunities to support historic preservation.

## FAVORITE SITE ELEMENTS ON THE PLAN

- Conference & cultural arts center; including preparation kitchen
- Food hall
- Hotel
- Central plaza & pocket market
- Coffee shop
- Cottage offices
- Mixed-use development in the 17-acre site
- Mountain biking park
- Intersection improvements at Hwy 53 and Main St.
- Food truck parking
- Pedestrian bridge
- New City Hall and Multi-use Community Center
- Future parking deck (17-acre site)
- Cannery / shared kitchen
- Shared stormwater detention
- Public art in roundabout
- Linear Park



Figure 3.10: Final Plan Open House





# 04 RECOMMENDATIONS





## **PROJECT GOALS**

## **THE COMPREHENSIVE DOWNTOWN STRATEGIC PLAN**

## **RECOMMENDATIONS**

## **DESIGN GUIDELINES**



# PROJECT GOALS

## OVERVIEW

The following represent the seven goals for the future of downtown Dawsonville developed through the planning process with stakeholder input. These goals guided the planning process and informed the recommendations and implementation projects described later in this chapter and in Chapter 5. The finalized comprehensive downtown strategic plan is shown on the adjacent page.

### **GOAL #1: ECONOMIC INVESTMENT**

Attract and grow unique, small business; seek to revitalize downtown spaces through redevelopment or quality infill development projects that provide a range of economic opportunities, such as entrepreneurial incubator spaces that encourage future generations to stay local.

### **GOAL #2: PLACEMAKING**

Strengthen downtown's sense of place by leveraging Dawsonville's local history and community identity through creative projects, cultural preservation, and branding strategies.

### **GOAL #3: MIXED-USE DEVELOPMENT**

Encourage intentional mixed-use projects that are integrated with residential to accommodate a wide range of community needs and lifestyles and to establish a strong customer base to support local downtown businesses.

### **GOAL #4: CONNECTIVITY & ACCESSIBILITY**

Improve connectivity and accessibility throughout downtown by expanding multi-modal facilities and safely linking vehicular routes, whenever possible planning for larger connectivity throughout the community

### **GOAL #5: PUBLIC SPACES**

Establish a variety of connected public spaces throughout downtown that create a unique public character and offer a wide range of amenities to both residents and tourists.

### **GOAL #6: PROMOTE TOURISM**

Establish downtown as a regional destination, in collaboration with "Destination Dawsonville", that attracts tourists and provides a uniquely Dawsonville experience playing on both historic and natural resources.

### **GOAL #7: SUSTAINABILITY**

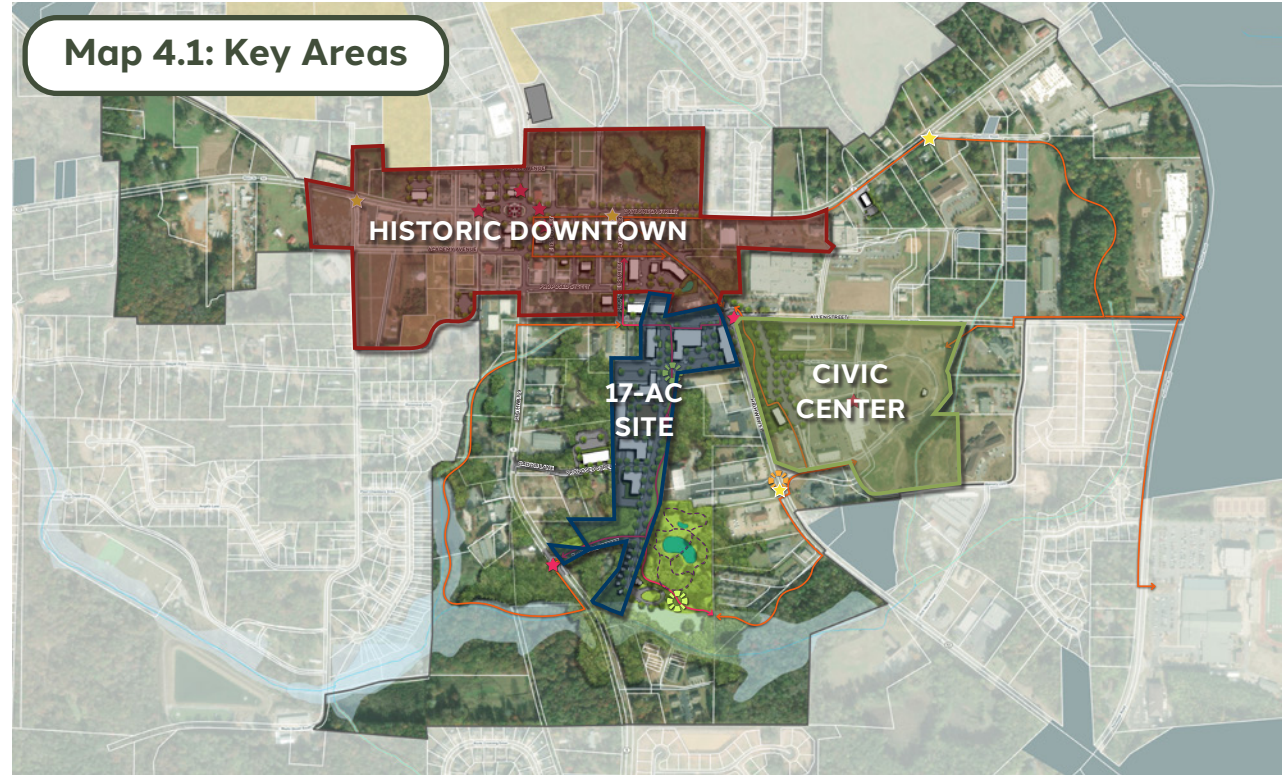
Promote environmental, social, and economic vitality with high performance public spaces, landscapes, and buildings to ensure stewardship of the surrounding natural outdoors that makes Dawsonville special.

# THE COMPREHENSIVE DOWNTOWN STRATEGIC PLAN

## PURPOSE

The downtown strategic plan depicts a comprehensive vision for the future of downtown Dawsonville. The recommendations encompass historic downtown, the City-owned 17-acre site, and the civic center. The plan provides a framework for the following site elements:

- Land use and future development
- Historic renovation opportunities
- New street connections
- Intersection improvements
- Trails and trailheads
- Placemaking opportunities
- Wayfinding
- Parks
- Parking



## THE BIG PICTURE

### HISTORIC DOWNTOWN

- Preserve and restore historic buildings.
- Opportunities for infill and future development in underutilized spaces.
- Enhance sense of place with short-term projects like landscaping, public art, and public spaces.

### 17-ACRE SITE

- Create a destination that provides a unique experience for residents and visitors including dining, shopping, recreation, and living.
- Link the 17-acre site to the historic downtown and civic center with a multi-modal network of new streets and trails.

### CIVIC CENTER

- Create trail connections that link the civic buildings and Main Street Park to a larger trail system and future development.
- Create a safe pedestrian connection across Highway 53 with a bridge or tunnel.

# Map 4.2: Comprehensive Downtown Strategic Plan



# RECOMMENDATIONS

Nine recommendation categories were created to provide guidance on projects that will achieve the goals set forth. The following pages provide descriptions for the following recommendations:



**Promote Catalytic  
Projects in Downtown**



**Preserve and Revitalize  
Buildings in the Historic  
Downtown**



**Create Downtown  
Spaces for Business  
Incubation**



**Improve Streetscapes  
and Connect Streets**



**Create a  
Multi-Use  
Greenway  
System**



**Create a Variety of  
Public Gathering  
Spaces + Parks that  
Promote Recreation**



**Design and Install  
Branded Signage and  
Wayfinding Elements**



**Promote Art,  
History, &  
Landscape**



**Create Design  
Guidelines  
that Promote  
Sustainable  
Development in  
Downtown**



# PROMOTE CATALYTIC PROJECTS IN DOWNTOWN

A catalytic project is one that sparks positive change in an area. To promote a livable and activated downtown

Dawsonville, there needs to be a strong mix of successful businesses, integrated public spaces, and mixed-use residential options. In Dawsonville, the two main locations for catalytic projects include:

- Redevelopment or infill of parcels in downtown that have historic value, unique character, and/or vacant land.
- Development of the City-owned 17-acre site to create a complementary town center area.

Below is a list of opportunities to consider for redevelopment / infill development and shown on the adjacent map:

- (A) Commercial (retail/restaurant)
- (B) Commercial (retail/restaurant/office)
- (C) Commercial Addition (retail/restaurant/office)
- (D) Commercial Addition (retail/restaurant/office)
- (E) Commercial Addition (retail/restaurant/office)
- (F) Commercial (coffee shop)
- (G) Commercial (cottage office)
- (H) Commercial (cottage office)

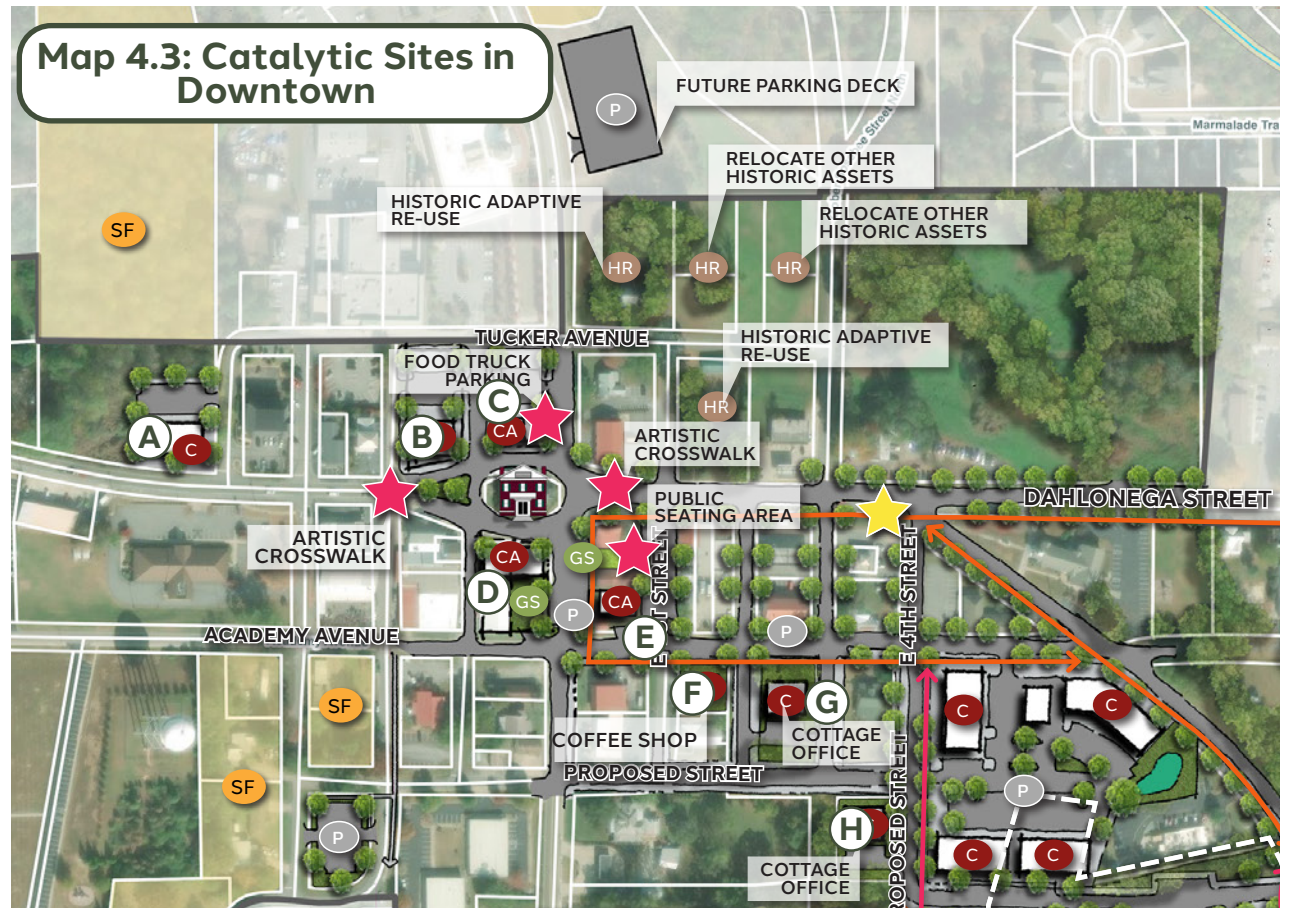


Figure 4.4: Example images of redevelopment/infill development



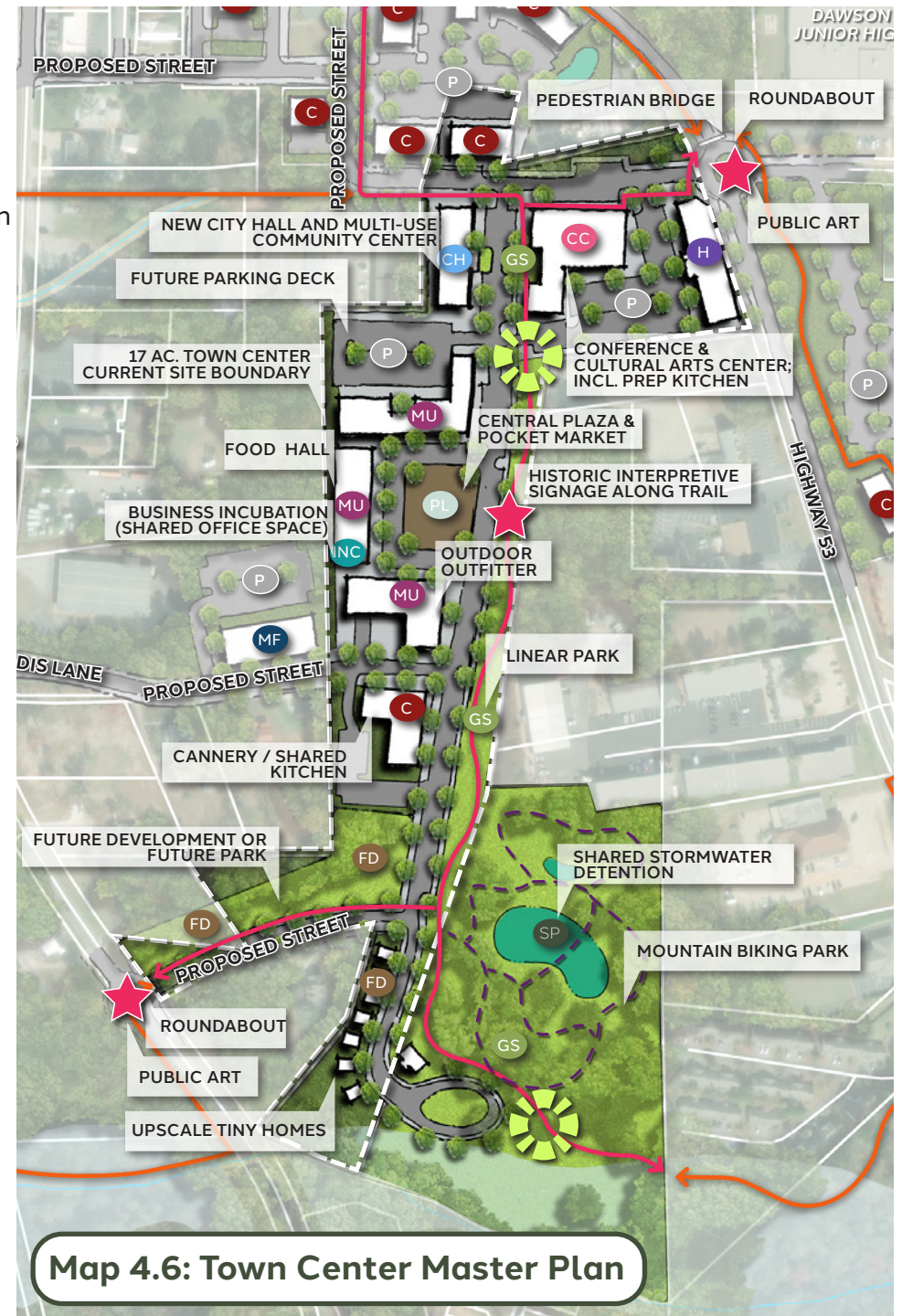
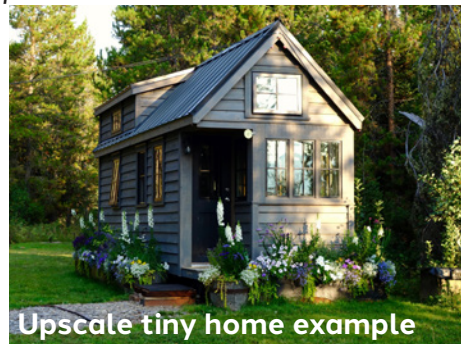
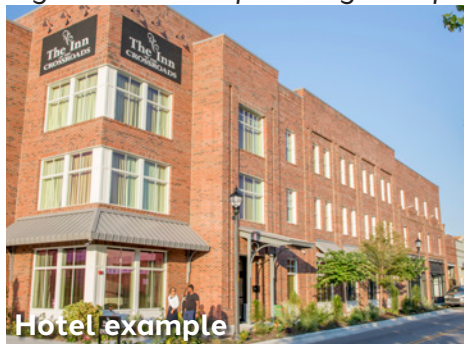


## 17-ACRE TOWN CENTER MASTER PLAN

An undeveloped 17-acre site was recently bought by the City to create a town center. This site is positioned between historic downtown and the civic center properties. This future town center area will create a centralized hub for residents and visitors to experience dining, shopping, recreation, and housing. The key design elements include:

- Hotel positioned next to Highway 53 for visibility and access
- Conference and Cultural Arts Center (including a prep kitchen)
- New City Hall and Multi-Use Community Center
- Mixed-use buildings with ground floor retail and residential above (2-3 stories)
- A central plaza with integrated pocket market, amphitheater, open lawn, shade structures, fountain, gardens, seating options, public restroom, and play area
- Business incubation spaces including the pocket market, food hall, shared office space, cannery, and shared kitchen
- Upscale tiny homes for rent
- Shared stormwater detention
- Mountain biking park
- Linear park with historic interpretation along the trail
- Multi-use trail with long-term opportunities to connect into a larger trail system
- Parking options including a future parking deck and on-street options

Figure 4.5: Example images of proposed site elements





### 17-ACRE TOWN CENTER LAND USE SUMMARY

- 1** Commercial Building A
  - 1 story commercial
  - 7,200 sf
- 2** City Hall
  - 26,500 sf
- 3** Conference & Cultural Arts Center
  - 25,000 sf
- 4** Hotel
  - 4-story, 100 rooms
  - 57,400 total sf
  - 550 sf average total gross per room
- 5** Multi-Use Building A
  - 2-3 story mixed-use building
  - 21,500 sf commercial 1st floor
  - 18 residential units 2nd floor
  - 12 residential units 3rd floor
  - (1200 sf average total gross per unit)
- 6** Multi-Use Building C
  - 2-3 story mixed-use building
  - 18,400 sf commercial 1st floor
  - 14 residential units 2nd floor
  - 10 residential units 3rd floor
  - (1200 sf average total gross per unit)
- 7** Multi-Use Building B
  - 2-3 story mixed-use building
  - 15,400 sf commercial 1st floor
  - 12 residential units 2nd floor
  - 8 residential units 3rd floor with 2,400 sf commercial restaurant/rooftop dining (1200 sf average total gross per unit)
- 8** Cannery
  - 12,000 sf

**Key**

Town Center Study Area	Green Space
Multi-Use Trail (Short-Term)	Plaza
Multi-Use Trail (Long-Term)	Future Development
Trailhead	Stormwater Park
Gateway Signage	Parking
Creative Placemaking Opportunity	

Figure 4.8: 17-Acre Town Center Perspectives



Aerial view facing northeast



Aerial view facing west



Pocket Market



Gathering Space



Play Area



Rooftop Balcony and Plaza



View from Rooftop Balcony



Linear Park and Trail Connection



# PRESERVE AND REVITALIZE BUILDINGS IN THE HISTORIC DOWNTOWN

Historic downtown Dawsonville contains a mix of historic buildings and other non-historic buildings that provide a unique sense of place. Supporting the renovation and rehabilitation of culturally significant buildings leads to more vibrancy and activation of downtown, while maintaining the historic aesthetics of downtown. Activating these vacant buildings in downtown provides opportunities for a variety of uses, such as retail, dining, offices, and historic attractions. Additionally, the community expressed

desire to relocate historic structures in the downtown area. This provides opportunities to salvage historic structures and increase the number of historic assets downtown.

Below is a list of potential building renovations in downtown and relocated historic structures:

- (A) 77 Tucker Avenue
- (B) 36 Bill Elliott Street North
- (C) Four vacant lots at Tucker Avenue and Gober Sosebee Street

Figure 4.10: Potential Building Renovation Opportunities



77 Tucker Avenue



36 Bill Elliot Street North

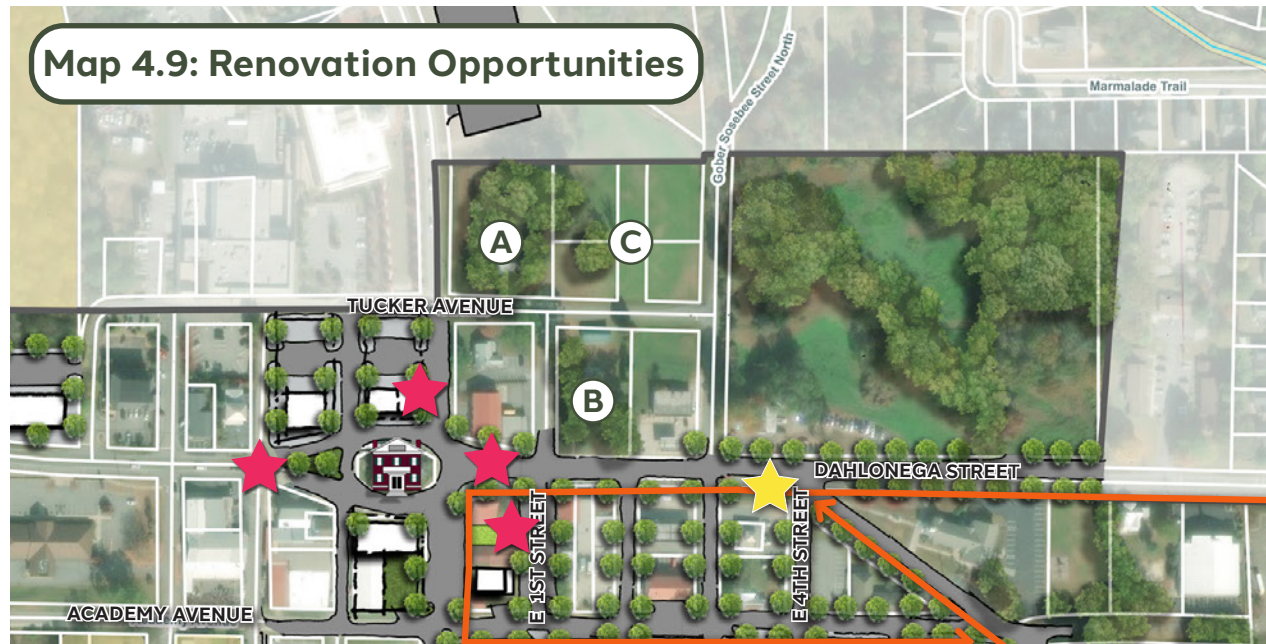


Figure 4.11: Area for relocated historic structures



Four vacant lots at the corner of Tucker Avenue and Gober Sosebee Street are currently vacant. Relocating historic structures that complement the two adjacent properties would create a centralized historic area.

The adjacent example of building renovation is located in downtown Powder Springs, Georgia that restored a vacant building into a community asset. The vacant building was renovated and received facade improvements. A coffee shop occupied the building following the improvements

Figure 4.12: Example of building renovation in Powder Springs, Georgia





# CREATE DOWNTOWN SPACES FOR BUSINESS INCUBATION

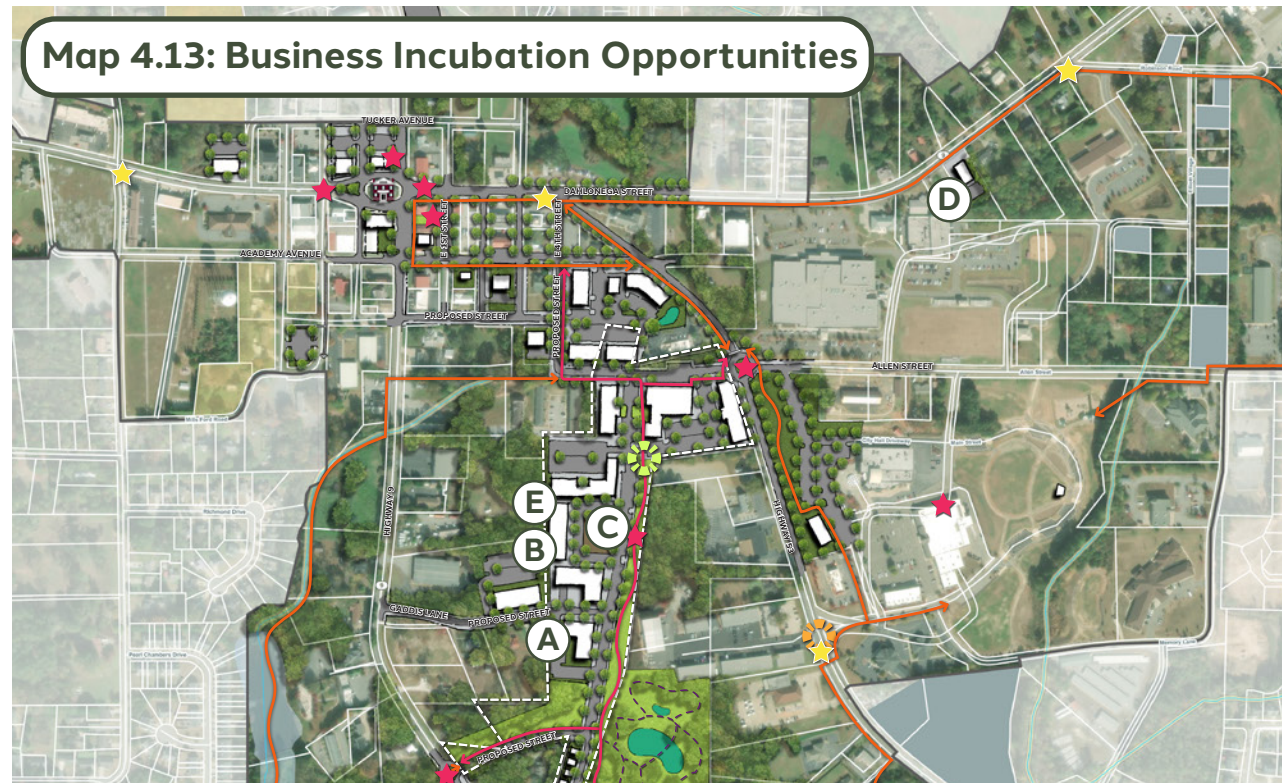
Business incubation spaces are designed to support the success of early-stage businesses, entrepreneurs, or industries that need flexible and affordable spaces and/or infrastructure. These spaces can appeal to both creative and industrial purposes and promote local entrepreneurial growth to create a vibrant business mix in downtown. In Dawsonville, the key needs for business incubation are to:

- Encourage future generations to pursue career opportunities within the community and regard the city as a desirable place to live long-term.
- Support local start-up entrepreneurs and businesses that want to open their ventures downtown but cannot afford the cost of rent in the current inventory of spaces.
- Provide a facility for agricultural and food-related production and services to support the local farmers and food services industry.

Most people living in the Dawsonville area commute out for work each day. Creating local job opportunities and providing spaces centered around food services may be the highest priority given retail leakage (where there is unmet local demand) is high in food services. Additionally, the community voted “destination dining” as a top attraction they wanted to see in downtown.

The following business incubation spaces are recommended:

- Ⓐ Cannery / Shared Kitchen
- Ⓑ Shared Office Space
- Ⓒ Pocket Market
- Ⓓ Makerspace
- Ⓔ Food Hall





## CANNERY/SHARED KITCHEN



A cannery/shared kitchen provides a space for local farmers to can their harvest, increasing local food security and diversifying their for-sale product range. The shared kitchen supplies access to a high-quality commercial kitchen for local food retailers. Additionally, this space could feature a retail component where members could sell their products.

## POCKET MARKET



The pocket market is a group of small individual structures designed to provide affordable retail and office space to local entrepreneurs. These spaces are integrated into the central plaza within the 17-acre site to promote activation and create a unique visitor experience that brings in customers.

## SHARED OFFICE SPACE



A shared office space offers small scale offices and amenities for emerging businesses and those needing flexible work space. Additionally, coworking spaces appeal to remote workers. These spaces promote local business networking opportunities and increase the daytime customer base to support nearby businesses.

## MAKERSPACE



A makerspace is a facility that furnishes tools and technology for people to create, design, innovate, and collaborate. These spaces can be utilized by people of all ages, including youth, and appeal to a variety of interest areas including computers, technology, digital art, science, machining, etc.



# IMPROVE STREETSCAPES AND CONNECT STREETS

A well-connected street system with safe and interesting streetscapes is a key component of a successful downtown. Streets should aim to accommodate the mobility of vehicles, pedestrians, and bicyclists, where possible. The following recommendations are the key strategies to improve streetscapes and connect streets in downtown:

- Connect the gaps in the street grid by extending key streets from historic

downtown to the 17 acre parcel and civic center.

- Prioritize filling in key gaps in the sidewalk system to create a cohesive pedestrian network to key destinations
- Provide a safe and more enjoyable walkable experience by adding street trees and street furniture, enhancing the sidewalk zones, and encouraging active storefronts and outdoor dining areas.

- Address sidewalk improvements for any sidewalks that do not meet ADA standards.
- Provide intersection improvements at Highway 53 and Main St.
- Add roundabouts at the new entrances to the 17-acre site on Highway 53 and Highway 9.
- Renovate the historic downtown's streetscapes.

Figure 4.14: Example images of desirable streetscapes



Sidewalk with street trees, outdoor dining, and activated facades



Streetscape with crosswalks, lighting, street trees, and street furniture



# CREATE A MULTI-USE GREENWAY SYSTEM

A multi-use greenway system can be used for traveling between destinations and as a recreational attraction. The following recommendations aim to expand connectivity within downtown and surrounding areas for all users:

- Create a multi-use greenway trail system that could be used by bicyclists, pedestrians, and potentially golf carts

in certain areas that connect historic downtown, the 17-acre parcel, City Hall, and Main Street Park, as well as establishing a wider trail system along the creeks to increase recreational use.

- Explore tunnel and/or bridge options over/under Hwy 23 to provide safe crossings and wayfinding.

- Create two trailheads for the trail system within the 17-acre site development that bring awareness to the trail system and provide easy access.

Figure 4.15: Example images



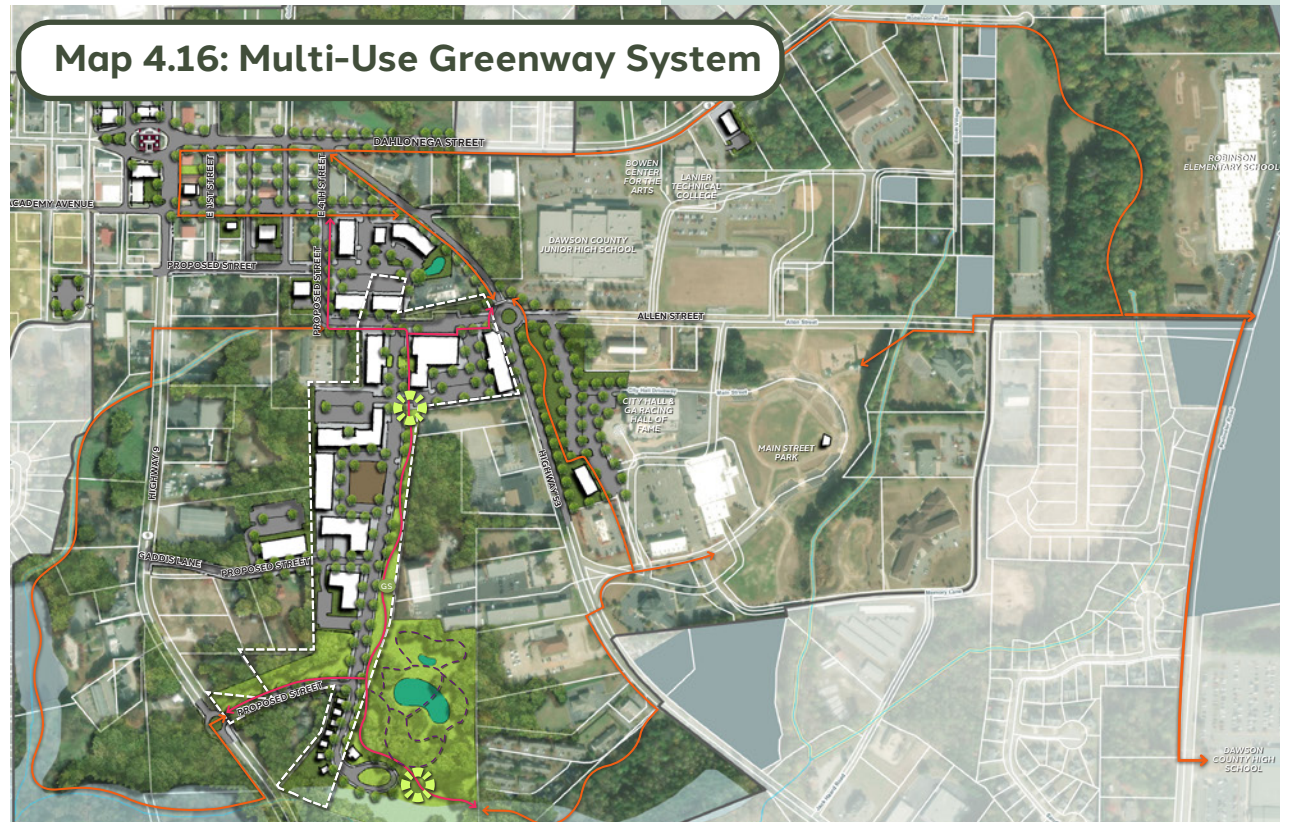
Multi-use greenway



Pedestrian bridge example

## Key

- Multi-Use Trail (Short-Term)
- Multi-Use Trail (Long-Term)
- Mountain Biking Trail
- ☀️ Trailhead





# CREATE A VARIETY OF PUBLIC GATHERING SPACES AND PARKS THAT PROMOTE RECREATION

Public gathering spaces and parks create areas for people to recreate, spend time with others, attend community events, and experience an area's natural beauty. Public gathering spaces and parks also serve as an economic development tool for the surrounding area. Public spaces are most successful when they provide a variety of experiences that ensure people of diverse backgrounds, abilities, and ages will find enjoyment. Additionally, a network

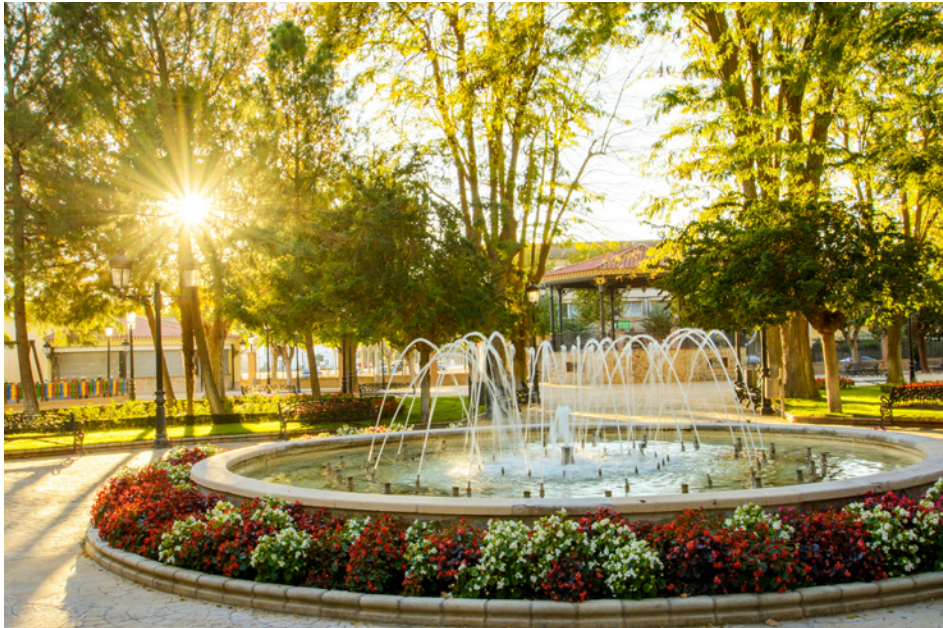
of public spaces linked by a cohesive pedestrian network promotes easy access and usage of the spaces. People visiting Dawsonville are likely to be attracted to outdoor recreation activities that are popular in the surrounding North Georgia region. Integrating outdoor recreation activities into public spaces and parks to complements the natural surroundings of Dawsonville and appeals to visitors.

The following public gathering spaces and parks are recommended for downtown Dawsonville:

- (A) Create public spaces in the historic downtown when redeveloping or infilling vacant or underutilized parcels
- (B) Central plaza
- (C) Linear park and trail
- (D) Pocket parks
- (E) Mountain biking park
- (F) Utilize the Main St. Park open lawn for multi-use events



Figure 4.18: Example images



Fountain, artful landscaping, shade structures, trees, seating options



Shade pavilions, firepit, plaza area, seating options, landscaping



Open lawn, stage area, play area



Mountain bike park



# DESIGN AND INSTALL BRANDED SIGNAGE AND WAYFINDING ELEMENTS

A cohesive and well-branded signage and wayfinding system creates a recognizable downtown, increases a sense of arrival to somewhere unique and special, and gives clear directional guidance to key destinations. Branding and wayfinding in downtown can also celebrate and provide education of local history and culture in Dawsonville. The following recommendations will help promote a branded signage and wayfinding system that promote downtown Dawsonville:

- Hire a consultant to expand the current brand and develop wayfinding signage designs that integrates the Downtown Dawsonville logo
- Key wayfinding elements should include gateway signage, directional signposts, smaller branded signage in downtown such as light pole banners, and trail markers.
- Install a mural that is linked to cultural heritage, incorporates the downtown brand, and celebrates Downtown's unique assets.
- Integrate opportunities for cultural heritage interpretation into signage such as public art and QR codes linked to online education.

Figure 4.19: Example images



Direction signposts



Gateway signage



Historic mural, light pole banners



Historic mural



# PROMOTE ART, HISTORY, AND LANDSCAPE

Public art has the unique power to draw people together, create vibrant gathering spaces, and celebrate local history. There are many different ways art, history, and landscape could be featured in downtown Dawsonville. Many of these projects could be both impactful and implemented in a short timeframe. Below are key recommendations:

- Develop a history and public art master plan to identify opportunities and establish an action plan for implementing projects.
- Install a short-term creative urbanism project in historic downtown to add vibrancy and utilize vacant space. For example, public seating areas, food truck temporary supportive infrastructure, creative crosswalks.
- Create grants for local downtown property owners to add landscape and beautification to their outdoor areas of their properties
- Add vibrant garden spaces within new public gathering spaces and parks.

Figure 4.20: Example images



Creative urbanism project



Artful landscape planters



Historic sculptural art



Art integrated into a public pocket park



# CREATE DESIGN GUIDELINES THAT PROMOTE SUSTAINABLE DEVELOPMENT IN DOWNTOWN

To maintain consistency and downtown Dawsonville's character, buildings and streetscapes should follow the design guidelines outlined in the following pages. The purpose of the guidelines is to ensure the overall makeup of this unique environment.

## ARCHITECTURAL PATTERNS

Architectural styles are critical to establishing a strong sense of place in Downtown Dawsonville. "Architectural style" refers to the way that doors, windows, and building details are designed and organized on a facade. It is different from "building type" and can be applied to almost any building.

The following styles are appropriate for use in Dawsonville's existing commercial and residential buildings: Craftsman, Folk Victorian, Italianate, and Colonial Revival. These styles were identified during the public engagement process as the most desired styles from the community. A summary of each style is provided on the following pages; photos are also included for reference only. These styles have been

defined using Georgia's Living Places: Historic Housing in their Landscape by the Georgia Department of Natural Resources and A Field Guide to American Houses by Virginia Savage McAlester.

## LANDSCAPE PATTERNS

This applies to all public and private streetscapes, public open space, and publicly accessible private open spaces. They do not apply to private open spaces intended for the exclusive use of development occupants (amenities, yards, etc.). These guidelines describe the required plant materials, hardscape materials, and streetscape furnishings for streets and public spaces.

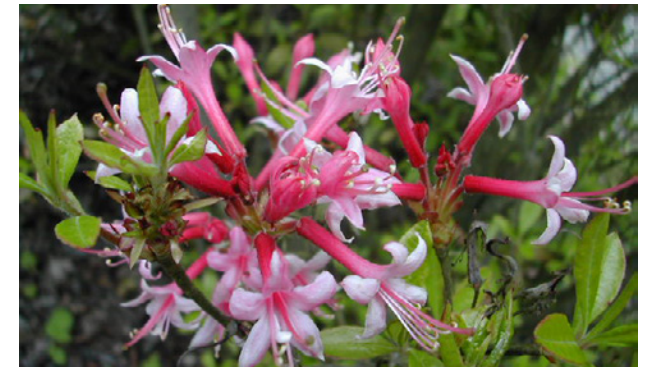
## GREEN INFRASTRUCTURE

Green Infrastructure patterns are intended to provide City staff, property owners, and tenants strategies to implement in the event they want to promote environmental sustainability in their site designs. It includes guidelines for managing stormwater runoff which also provide multiple community benefits.

Figure 4.21: Design guideline categories



Architectural patterns



Landscape patterns



Green infrastructure



## HOW TO USE THESE GUIDELINES:

The scenarios in which these guidelines may be used include, but are not limited to, the following:

- In the event that the 17-acre site is rezoned, the design guidelines will be applicable.
- Additionally, the guidelines can be used for an overlay district for 17-acre site and any additional parcels that may be acquired in the future.
- The City of Dawsonville may ask developers or owners to use these guidelines as a condition to approve a project.
- Property owners and tenants may use this document to guide their own exterior projects.

Therefore...

- Nothing listed in this document is automatically required of property owners, of tenants of existing buildings.
- These guidelines apply to exterior improvements, not interior improvements.

In order for development of the 17-acre site to follow the recommendations set forth in this plan and align with the future land use character area of "Mixed Use", the underlying zoning will need to be amended. The property will need to be rezoned from Restricted Industrial Commercial (CIR) to one of two recommended districts: Town Business (TB) or Mixed Use Village (MUV). The following pages describe the benefits, drawbacks, and changes required if the property is rezoned to these two districts.

### TOWN BUSINESS (TB)

This district already applies to most of downtown and could be appropriate to extend to the site of Dawsonville's new Town Center development.

#### Benefits:

- TB zones already allow various types of residential, including single-family attached, townhouses, and apartments, along with diverse types of neighborhood retail.
- TB zones allow for zero lot line development.

#### Drawbacks:

- Any amendment to this category would also amend regulations for downtown properties. This could also be a benefit if these same allowances are desired for downtown redevelopment projects.
- There are currently no explicit provisions for mixed use buildings.

- Light manufacturing (which would apply to the proposed cannery) is currently not allowed in TB zones.

#### Changes Required:

- Add mixed use buildings to list of permitted uses (Sec. 2502).
- Add light manufacturing to list of conditional uses (Sec. 2503).
- If the City plans to subdivide lots on the 17-acre site, remove or reduce minimum lot size requirement to allow for future development on the southern portion of the site and for the proposed pocket market around the central plaza.

### MIXED USE VILLAGE (MUV)

The Mixed Use Village district could be appropriate for the site of Dawsonville's new Town Center development. This district is currently not represented on Dawsonville's zoning map, but many of its provisions align with types of development proposed by the Master Plan.

#### Benefits:

- Permitted uses in MUV zones include residential of various types (including single family detached dwellings, single-family attached dwellings, multifamily dwellings, townhomes, condominiums, apartments, live work units within mixed use buildings; and guest houses.

- Low intensity manufacturing is also permitted as a conditional use, which would support the proposed cannery.
- Open space requirements seem to match with the master plan’s proposed network of green spaces and trails.

**Drawbacks:**

- MUV is currently restricted to areas at least 20 acres in size.
- Gross overall density within MUV cannot exceed 2.8 units per acre.

**Changes Required:**

Amend minimum land area size for MUV districts to a number below 17 acres, at the City’s discretion (Sec. 3205).  
 Amend gross overall density for MUV

districts to at least 6 units per acre, in keeping with residential standards for R-6 (Appendix A, Article XIV, Sec. 1407).

**Additional Note:**

- If the City pursues rezoning the 17-acre site to MUV and develop it under this regulatory designation, the City will be required to abide by the Approval Process set forth in Sec. 3215.

**ZONING RECOMMENDATION**

The consultant team recommends that the City pursue the MUV designation for the 17-acre site. This district allows greater flexibility in permitted uses, site design, and product type. Rezoning the 17-acre site to

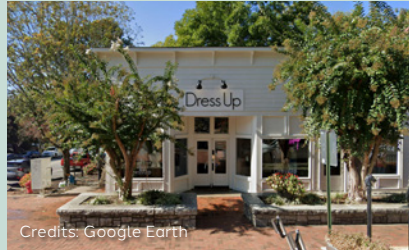
MUV would also not require any changes to additional property beyond the 17-acre site boundary, including downtown properties. Should the City wish to make changes to Town Business to accommodate further redevelopment, the recommendations made above provide a good starting point. The long-term vision of this plan may include and promote development of adjacent properties that are not appropriate to zone to MUV. These design guidelines can be used to create an overlay district to ensure high quality and cohesive architectural and landscape standards both within the 17-acre site and surrounding parcels.

Figure 4.22: Perspective of proposed Town Center



# ARCHITECTURE STYLES

## CRAFTSMAN



## ITALIANATE



## FOLK VICTORIAN



## COLONIAL REVIVAL



# ARCHITECTURE STYLES: CRAFTSMAN

## OVERVIEW

Craftsman style emerged as the dominant architecture style for smaller houses from 1905 until the early 1920's. This style was influenced by the Arts and Crafts movement and emphasizes attention to detail and wooden craftsmanship.

Defining elements of Craftsman-style buildings include:

- Low-pitched, gabled roofs with wide, unenclosed eave overhangs
- Exposed roof rafters
- Decorative beams or bracing under gables
- Full- or partial-width porches with tapered square columns
- Columns and pedestals that extend to ground level
- Use of natural materials like wood, stone, and brick
- Dormer variations
- Trim details on eaves or gables



Eave bracket detail

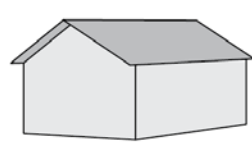


Gable bracket detail

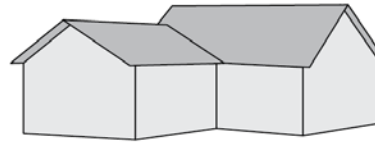
## ARCHITECTURAL ELEMENTS

### MASSING, COMPOSITION, & ROOFS

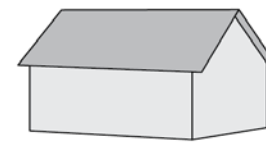
Composition shall be symmetrical, unless a cross-gabled roof is used. Craftsman buildings typically emphasize horizontal orientation, but vertical architectural elements are often added.



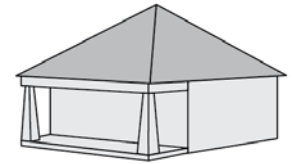
Front-gabled roof



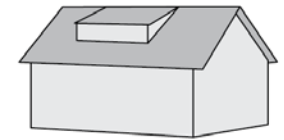
Cross-gabled roof



Side-gabled roof



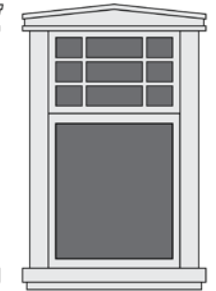
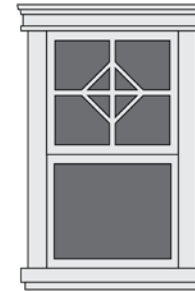
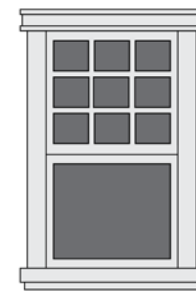
Hipped roof



Side-gabled roof with shed dormer

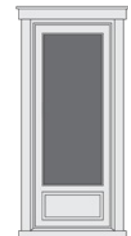
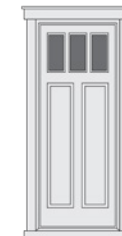
### WINDOWS

The typical windows for this style are single-hung or double-hung. Often in residential buildings, the bottom pane of the window is single pane while the top pane is divided into vertical grilles. Horizontal grilles are not typical and not recommended. Valance grids are sometimes used. Windows can stand alone or be grouped in pairs or triples.



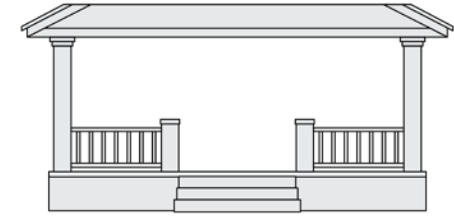
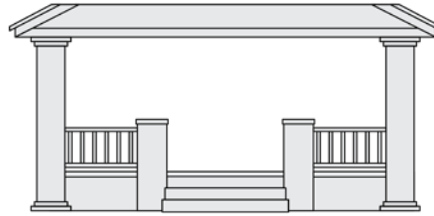
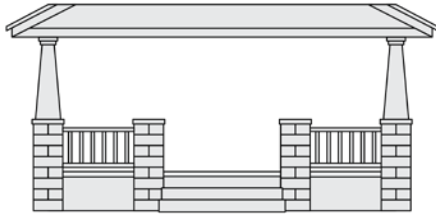
### DOORS

Residential entry doors typically have glass panes in the upper third of the door. The lower part of the doors are often paneled. Commercial entry doors can be full glass panes with simple details.



## PORCHES

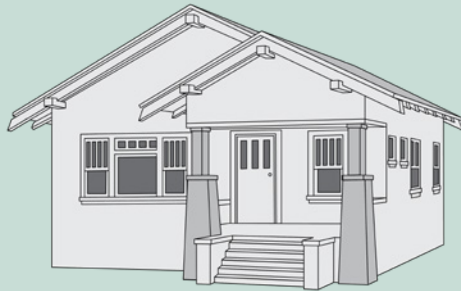
Covered porches are typical for residential structures. Porches are defined by their railings and supports. Typically, railings are low walls comprised of the same materials as the building facade or are wood balusters. Columns for supporting the porch roofs are distinctive. Typically, they are short, square upper columns resting upon larger piers. Columns, piers, or balustrades begin at ground level and may or may not extend without break to a level above the porch floor. Commonly, these piers or columns have sloping sides. Materials used vary, and include stone, clapboard, shingle, brick, concrete, or stucco.



## RESIDENTIAL CRAFTSMAN HOMES

Key Differences:

- Front entry porches of partial or full-width
- Low-pitched, front- or cross-gable roofs, sometimes side-gable
- May have decorative muntin patterns



## COMMERCIAL CRAFTSMAN BUILDINGS

Key Differences:

- Front porches or awning supported by columns
- Windows with muntins
- Decorative gable vents



Credits: Google Earth



Credits: Old Pasadena Container Store



Credits: Balzer Tuck Architecture

# ARCHITECTURE STYLES: ITALIANATE

## OVERVIEW

The Italianate style became popular during the mid- to late- nineteenth century. Its features include segmentally arched window openings, decorative window hoods, a cornice with brackets, and corbeled brickwork.

Defining elements of the Italianate style are:

- Decorative window trim
- Tall, narrow, paired windows
- Porches with decorative woodwork (for residential)
- Mass-produced cast iron or pressed metal decorative elements, such as scrollwork, on balconies, porches, and fences
- Roman or segmented arches above windows and doors
- Quoins on corners of buildings either for structural support or aesthetic detail

## ARCHITECTURAL ELEMENTS

### ROOFING

Italianate roofs often are low-pitched with widely overhanging eaves and decorative brackets beneath. This style

often features a square cupola or tower on top. Low-pitched and flat roof lines are most appropriate for commercial buildings.

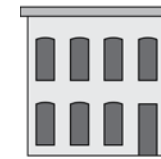
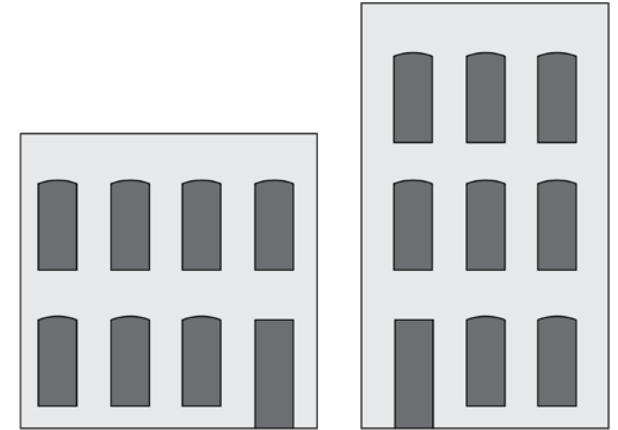
### MASSING & COMPOSITION

The building composition should be asymmetrical. For residential, symmetrical compositions are acceptable when center gabled roofs are used. The most common shape for this style is dominated by square or rectangular box-shaped buildings. Italianate is most appropriate for two- or three-story structures. One-story is not common, but other styles would likely be a better fit in those situations.

### WALLS & FACADES

The most common facade for buildings of this style features a flat face, however, other facades are acceptable. Other facade options for this style are

centered gabled and towered, but flat face is preferred for commercial.



Flat face



Center gabled



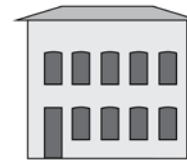
Towered



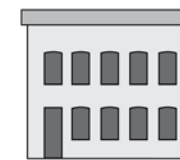
Simple hipped



Center gabled



Low pitched



Flat



Front gabled

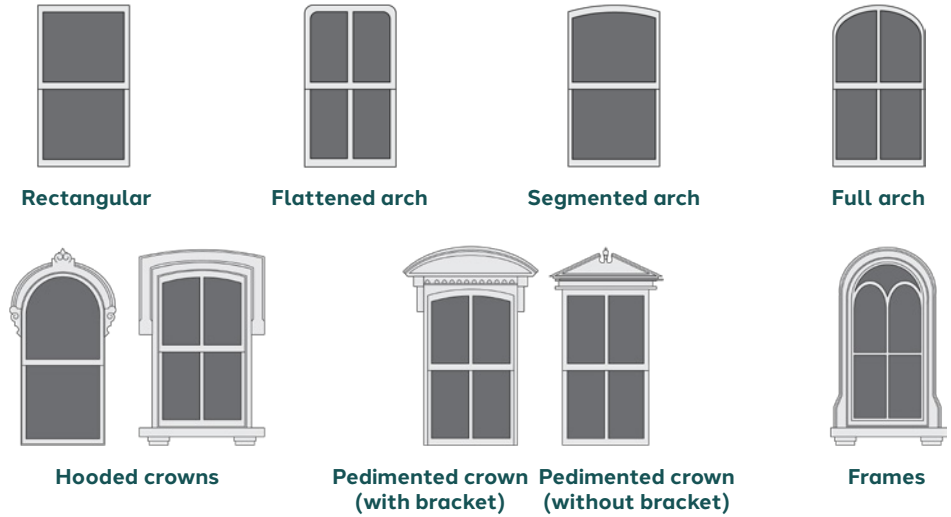
## WINDOWS

The window top shapes to the right are recommended.

Window sashes commonly have one or two pane glazing.

Windows with surrounds are recommended with these styles:

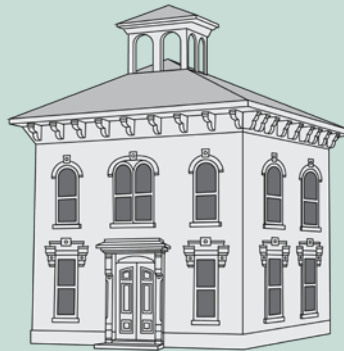
- Hooded crowns (typical for full-arch and segmented arch shapes)
- Bracketed and/or pedimented crowns (typical for rectangular shapes)
- Framed crowns



## RESIDENTIAL ITALIANATE HOMES

Key Differences:

- Simple hipped, center gabled, low pitched, flat, or front gabled roof
- Wood siding or stone masonry facade



## COMMERCIAL ITALIANATE BUILDINGS

Key Differences:

- Low-pitched or flat roof with moderate to widely overhanging eaves
- Stone masonry facade



# ARCHITECTURE STYLES: FOLK VICTORIAN

## OVERVIEW

The Folk Victorian style was popular between 1880 and 1910 with the growth of mass production of woodworking machinery. Pre-fabricated millwork became widely accessible. Many buildings classified as Folk Victorian started out as simple structures, but owners updated them with the new Victorian style trim that became widely popular.

Elements of the Folk Victorian style include:

- Front façades are symmetrical, except when front gable or wing is provided.
- Structure is simple in massing.
- Roofs that are usually gabled, but may be pyramidal or hipped.
- Elements such as brackets under roof eaves, repetitive windows, and sparse ornamentation are common.

## MASSING & COMPOSITION

The building composition shall be symmetrical, unless there is a front gable and wings are present. Front gables and wings are not recommended for commercial buildings, unless it is a commercial house building type. Casual rambling forms are atypical in this style. Folk Victorian is appropriate for one or two-story structures, but one-story is more common for residential.

## PORCHES & STOOPS

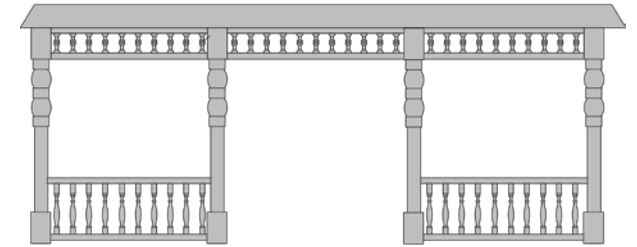
Porches are typical for residential structures, and only recommended for commercial houses. They shall include an even number of columns (paired columns are not typical) that are squared or turned. Front porches should include decorative detailing, including spindle work and/or jig-saw cut detailing. Stoops are not recommended on the principal façade.



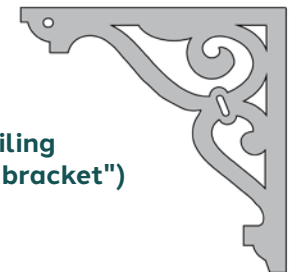
**Symmetrical composition**



**Asymmetrical composition with front gable and wing**



**Porch with spindle work**

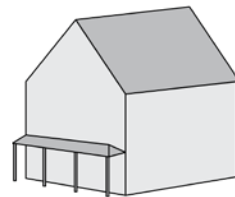


**Cut detailing ("gingerbread bracket")**

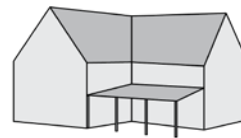
## ARCHITECTURAL ELEMENTS

### ROOFING

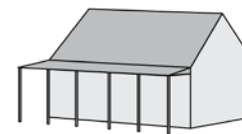
Simple gable roofs are typical of the Folk Victorian Style, but they may also be pyramidal. Flat roofs are preferred for shopfront and mixed-use buildings.



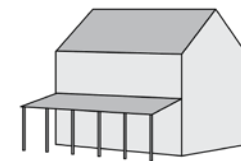
**Front-gabled**



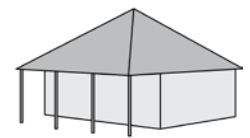
**Gable front and wing**



**Side-gabled roof, one-story**



**Side-gabled roof, two-story**

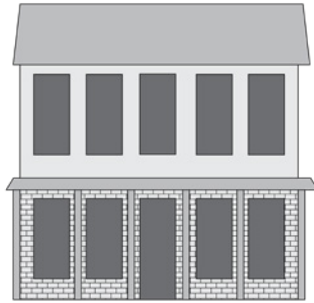


**Pyramidal**



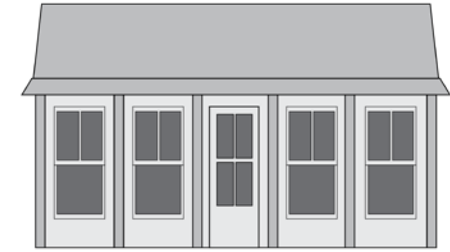
## WALLS & FACADES

When present, changes in materials shall occur vertically on the structure, not horizontally. The foundation wall material should be natural stone, brick, or painted brick. Elements such as brackets under roof eaves and sparse ornamentation are allowed.



## WINDOWS

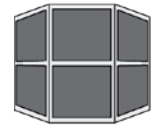
If columns are present, windows and doors should be aligned with openings between columns so that they are visible from the street. Folk Victorian windows are typically single units, and pairing them is discouraged. Windows with arched tops are not recommended. Window surrounds, if used, are generally very simple or may use a simple pediment. Occasionally, residential buildings may feature bay windows.



Framed window



Window with pediment

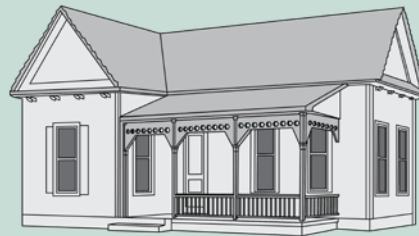


Bay window

## RESIDENTIAL FOLK VICTORIAN HOMES

Key Differences:

- Symmetrical massing, unless there is a front gable and wings are present
- May include a porch
- Can feature bay windows



## COMMERCIAL FOLK VICTORIAN BUILDINGS

Key Differences:

- Symmetrical massing
- Simple gable roof or flat roof, which are preferred



# ARCHITECTURE STYLES: COLONIAL REVIVAL

## OVERVIEW

The term “Colonial Revival” refers to the rebirth of early English and Dutch architecture commonly found along the Eastern Seaboard between the years 1880 and 1940. Colonial Revival is a mixture of classical American architecture styles.

Elements of the Colonial Revival style are:

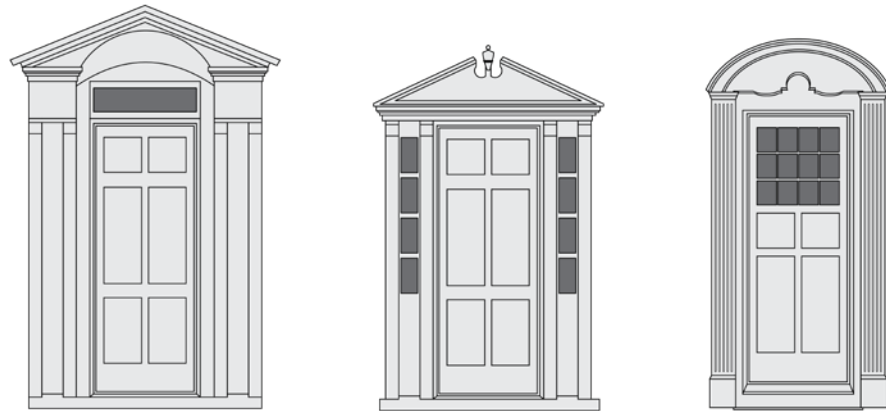
- Accentuated front door with a decorative pediment supported by pillars
- Symmetrical and balanced
- Double-hung window sashes, usually with multi-pane glazing
- Paired windows
- Columns or pilasters on front façade
- Cornice with dentils or modillions



## ARCHITECTURAL ELEMENTS

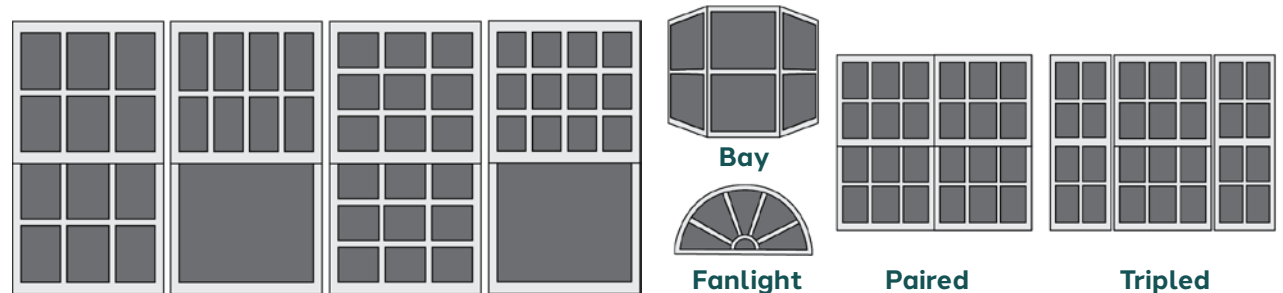
### DOORS & ENTRANCES

Door surrounds often have rectangular, arched, or triangular tops. They usually include some form of fan lighting above the door and sidelights. Pediments are commonly used, particularly broken pediments. It is not unusual to see pediments “extended” and supported by pillars (“porticos”). Surround details are minimal and have shallow depth.



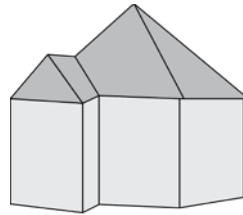
### WINDOWS

Windows are rectangular with double-hung sashes. Examples following early precedent have six to twelve panes to each sash, but others have a multi-pane upper sash and a single-pane lower sash. Window configurations are typically single, paired, tripled, or bay. Fanlight windows can be added as accents.

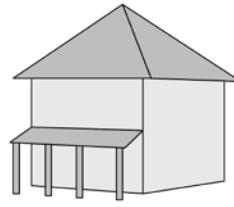


## MASSING, COMPOSITION & ROOFS

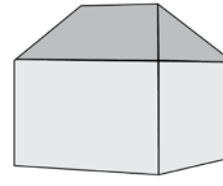
This style is appropriate for up to three-story structures. One-story is less common, but acceptable. There are nine common massing types. The type of massing should coincide with the years they were most commonly built. Side gable and hipped roofs with dormers are typical for commercial buildings.



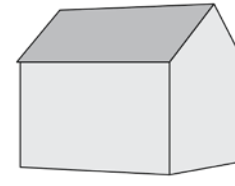
Asymmetrical  
(1880-1910)



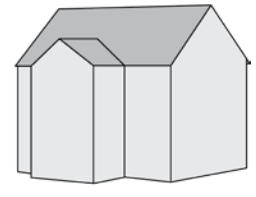
Hipped roof with full-width porch  
(1890-1915)



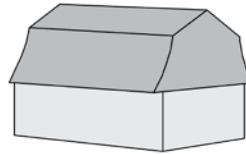
Hipped roof without full-width porch  
(1880-1940)



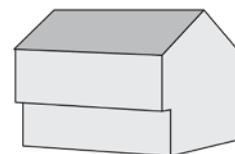
Side-gabled roof  
(1880-1940)



Centered gable  
(1900-1940)



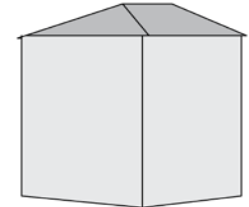
Gambrel roof  
(1900-1940)



Second-story overhang  
(1925-1940)



One-story  
(1915-1940)



Three-story  
(1880-1940)

## RESIDENTIAL COLONIAL REVIVAL HOMES

Key Differences:

- Wood windows with or without shutters



## COMMERCIAL COLONIAL REVIVAL BUILDINGS

Key Differences:

- Wood or steel windows with or without shutters



# COMMERCIAL DESIGN PRINCIPLES



## BUILDING LOCATION & ORIENTATION

- Mixed-use and shopfront buildings should be built to, or close to, the back of the sidewalk and establish a well-defined street edge that contributes to a greater sense of enclosure and clearly defined path.
- Mixed-use and shopfront buildings are placed close to the sidewalk to increase visibility into ground floor commercial uses.
- Street-level uses and building entries are oriented towards the street.



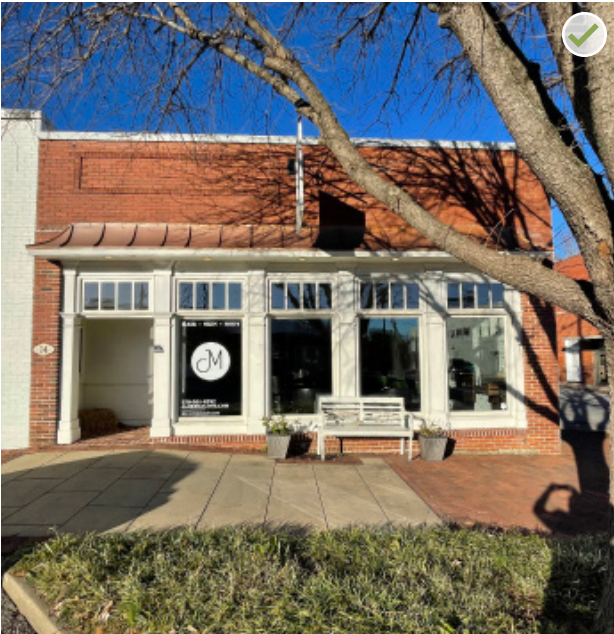
## BUILDING MASSING

- Larger buildings that occupy a greater percentage of the block utilize massing changes and fenestration rhythms to break down their length and relate them to smaller buildings.
- Variation in the roofline of buildings and offsets in pitched roofs and gables are required. Parapets in individual building street-facing façades exceeding 80 continuous linear feet, as measured along the base of the façade, must vary in height and projection and must use decorative elements such as crown moldings, dentals, brick soldier courses, or similar details.



## VARIATION OF STYLES

- The inclusion of a variety of styles is typical of many downtowns and brings both authenticity and a sense that a place has evolved over time.
- Variation in style can be expressed either as an element within a facade or as a facade within a block. In the above, the ground floor storefront and upper floor windows vary in style from the rest of the traditional facade.
- Variation in architectural styles is encouraged for individual building facades exceeding 80 continuous linear feet.



## FACADE DESIGN

- Ground floors should consist of a high percentage of glass in order to provide a high level of visibility into and out of the commercial establishment.
- Traditional Main Street facades are characterized by distinct base, middle, and top (parapet) zones that create an attractive and comfortable human scale to buildings and blocks.
- At least 10% of accent materials is encouraged per façade.



## FRONT ENTRANCES

- Building entrances for ground level uses and pedestrian pass-throughs should be identified via a change in massing and architectural elements that distinguish them from storefronts.



## AWNINGS

- Awnings placed over entryways and display windows are encouraged.
- Awnings are required to be a metal standing seam. The support structure's style can vary to complement the architecture of the building and can consist of columns or brackets.
- The design for a new awning should consider and complement the color, shape, and height of surrounding awnings.

# COMMERCIAL DESIGN PRINCIPLES

## SIGNAGE

- Signage's prime role is to provide commercial identity and branding. Done properly, it adds a level of detail and visual interest to the building and the streetscape.
- Signs should relate to the building and the community's identity in order to help establish a sense of place. Signage must serve the needs of businesses, but should contribute to rather than detracting from the character of the Town Center.



Wall Sign

## GENERAL STANDARDS

- Signage should complement the architectural features of the building and be consistent with respect to building size, scale, materials, and design.
- All signs except window signs should be at least eight feet above the sidewalk.
- Signs should be made of wood, metal, or matte plastic. Extruded plastic signs are inappropriate.
- The following sign types are appropriate: awning signs, wall signs, projecting signs, directional signs, entrance signs, and window signs.
- The following sign types are inappropriate: roof signs, internally lit signs, freestanding signs, message signs, electronic signs, and other moving signs.
- Projecting business signs should not have more than eight square feet of area per side. They should also not be wider than three feet.
- Side walls of buildings may be painted with murals advertising a business contained in that building.
- Window signs on all stories may be

- painted on or etched into glass, but should not obscure visibility into commercial establishments.
- Parking and directional signage should be unobtrusively located.
- Neon window signs should be limited to the first floor.
- Billboards should not be allowed.



Awning Sign



Painted Wall Sign



Projecting Signs



Wall Sign



Mural Sidewall Sign



Projecting Signs



Window Sign

# LANDSCAPE PATTERNS: SITE FURNISHING

The following materials are recommended for streetscape furniture, hardscape, site walls in public space, and signage.

## SITE WALLS

## SIDEWALKS / WALKWAYS

## PLAZAS, PATIOS & PARKS

## OTHER LOCATIONS

## FURNITURE FAMILY:

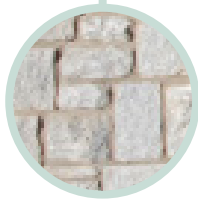
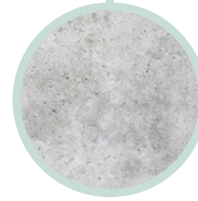
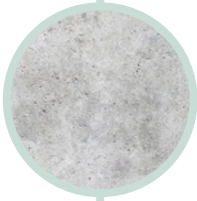
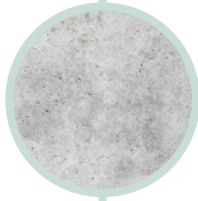
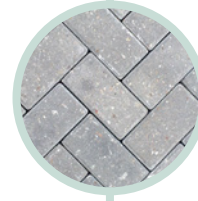
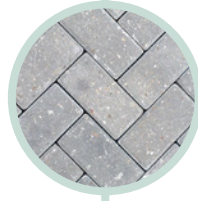
Wood

Concrete Pavers

Brick / Brick Pavers

Gray Concrete

Granite





## STREET LIGHTS

Brand: Georgia Power  
Model: Omega Classic  
Color/finish: Black powdercoat  
Website: <https://www.georgiapower.com/business/products-programs/lighting-and-smart-services/outdoor-lighting/light-fixture-gallery.html>

## BIKE RACKS

Brand: Victor Stanley  
Model: BRCS-101 with single loop bike rack constructed of tubular steel pipe.  
Color/finish: Black powdercoat  
Website: [www.victorstanley.com](http://www.victorstanley.com)

## BENCHES

Brand: Victor Stanley  
Model: FMBF-324  
Color/finish: Black powder coated  
Website: [www.victorstanley.com](http://www.victorstanley.com)



## TRASH RECEPTACLES

Brand: Victor Stanley  
Model: ES-342 with tapered formed lid, 36-gallon capacity, recycle lids available  
Color/finish: Black powdercoat  
Website: [www.victorstanley.com](http://www.victorstanley.com)



## PLANTERS

Brand: Victor Stanley  
Model: S-24, 18-gallon capacity  
Color/finish: Black powdercoat  
Website: [www.victorstanley.com](http://www.victorstanley.com)



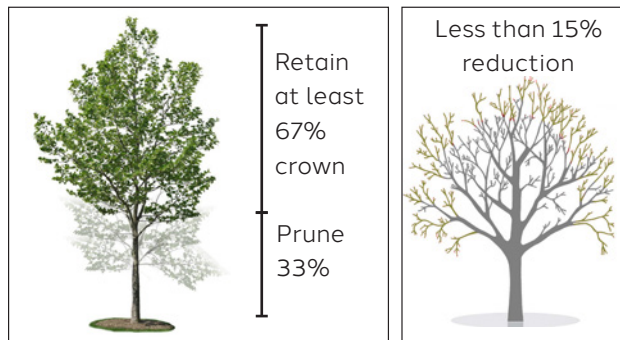
## FENCING

Brand: Omega Fence  
Model: Omega Classic  
Color/finish: Black powdercoat  
Website: <https://www.omegatwo.com/omega-classic/>

# LANDSCAPE PATTERNS: PLANT PALETTE

It is recommended that plant selections be made with consideration of local conditions, micro-conditions, seasonal variety, hardiness, and environmental benefits.

For street trees, crown raising is restricted to less than 15% of the live crown height. Leave the crown at least two thirds of the total height of every tree.



Shrubs located along the street, within the public right-of-way, shall not exceed 36" in height. Sight triangles at intersections and mid-block crossings shall be integrally coordinated with planting plan layout.

## STREET TREES



- **American elm, *Ulmus americana*, 'Jefferson', 'Princeton', or other Dutch resistant varieties**
- **Oak, *Quercus spp.*, all varieties except for *Quercus nigra* (water oak)**
- **Trident Maple, *Acer buergerianum***
- **Red Maple, *Acer rubrum***

## SHRUBS



- **Buckeye, *Aesculus, spp.***
- **Dwarf Yaupon Holly, *Ilex vomitoria 'Nana'***
- **Inkberry, *Ilex glabra***
- **Fothergilla, *Fothergilla, spp.***
- **Limelight Hydrangea, *Hydrangea paniculata, 'Little Lime'***
- **Oakleaf Hydrangea, *Hydrangea quercifolia***
- **Mountain Laurel, *Kalmia latifolia***
- **Azalea, *Rhododendron, spp.***
- **Cherry Laurel, *Prunus laurocerasus 'Otto Luyken'***
- **Tea Olive, *Osmanthus fragrans***
- **Virginia Sweetspire, *Itea virginica***
- **Winter Berry, *Ilex verticillata 'Red Sprite'***

## GRASSES & VINES



Pink Muhly Grass,  
*Muhlenbergia capillaris*

Yellow Jessamine,  
*Jessamine sempervirens*

- **Climbing Hydrangea**, *Hydrangea petiolaris*
- **Creeping Fig**, *Ficus pumilia*
- **Little Bluestem**, *Schizachyrium scoparium*
- **Pennsylvania sedge**, *Carex pennsylvanica*
- **Pink Muhly Grass**, *Muhlenbergia capillaris*
- **River Oats**, *Chasmanthium latifolium*
- **Switchgrass**, *Panicum virgatum*
- **Yellow Jessamine**, *Jessamine sempervirens*

## PERENNIALS



Christmas Fern,  
*Polystichum acrostichoides*

Black-Eyed Susan,  
*Rudbeckia hirta*

Virginia Bluebells,  
*Mertensia virginica*

Heartleaf  
Foamflower,  
*Tiarella cordifolia*

- **Butterfly Weed**, *Asclepias tuberosa*
- **Black-Eyed Susan**, *Rudbeckia hirta*
- **Blazing Star**, *Liatris spicata*
- **Columbine**, *Aquilegia canadensis*
- **Coneflower**, *Echinacea purpurea*
- **Creeping Phlox**, *Phlox subulata*
- **Crested Iris**, *Iris crestata*
- **False spirea**, *Astilbe spp.*
- **Ferns**, *various species*
- **Foamflower**, *Tiarella spp.*
- **Joe Pye Weed**, *Eupatorium fistulosum*
- **Michaelmas Daisies**, *Aster Shasta Daisy*, *Leucanthemum x superbum*
- **Virginia Bluebells**, *Mertensia virginica*
- **Yarrow**, *Achillea millefolium*

# GREEN INFRASTRUCTURE

## WHAT IS GREEN INFRASTRUCTURE?

Green infrastructure is an approach to managing stormwater runoff that emphasizes filtration, evapotranspiration, and reuse, thereby reducing the volume of polluted runoff from entering our streams and pipe systems. Green infrastructure systems, such as bio-retention areas, green roofs, permeable pavers, and cisterns are designed to capture the first one inch of rainfall. In addition to stormwater management and cleaning water for downstream neighbors, certain green infrastructure best management practices (BMPs) provide ancillary benefits, including wildlife habitat creation and biodiversity, urban heat

island mitigation, and the creation of greenspaces. The following are examples of green infrastructure that can be incorporated into Dawsonville's buildings, streets, and public spaces.

## BIO-RETENTION SYSTEMS

Bio-retention systems (sometimes referred to as "rain gardens") are depressed areas that use soil, rocks, plants, and microorganisms to treat stormwater before it is discharged back into the water supply. They can be created in a variety of ways, such as traditional rain gardens, ponds, basins, or bioswales that are located along street corridors and pathways. The design of the bio-retention system is often dependent on how

much stormwater runoff needs to be filtered, where it will be located, and the aesthetics. There are some common issues that can arise with a bio-retention system, such as sediment build-up, mosquitoes and other pests, maintaining proper pH, and weeding to maintain aesthetics.

## GREEN ROOFS

Green roofs are a solution to a wide variety of sustainability issues. Urban heat island, stormwater quality, wildlife habitat, and food access are examples of issues that can be addressed with green roofs, especially in commercial areas. However, green roofs can prove difficult to incentivize due to their high cost and maintenance regime. As a stormwater solution they are often the only option to address water quality on high density buildings and are often incorporated as open space features of a building, therefore one of the best incentives is to ensure they are given credit as open space, regardless of their public access. If green roofs are to be part of a building rehabilitation or renovation's design, care must be taken to ensure they meet the requirements of the City's zoning ordinance and building codes.





## **WATER HARVESTING AND REUSE**

Outdoor and process water needs can be met through on-site rainwater harvesting, such as cisterns and barrels, and air conditioner condensate recovery. Recovering the condensate would alleviate the capacity and treatment required by the sewer system while also reducing the consumption of the building in supplying their irrigation needs. Collected rainwater can also be used for cooling towers.

## **PERVIOUS PAVEMENT**

When rainwater can't be absorbed, it will sit on an impervious surface and eventually run off, collecting with it pollutants. The amount of impervious surfaces associated with road projects and surface parking lots makes them a significant source of stormwater runoff



and pollutants. Pervious pavement is designed to allow the percolation of stormwater through the surface and into the soil below, where the water can be naturally filtered and the pollutants can be removed. Pervious pavements may be recommended as an option for sidewalks and walkways, and porous asphalt as an alternative to traditional asphalt.

## **LED LIGHTING**

LED lighting is an energy-efficient, powerful, and eco-friendly sustainable solution to traditional lighting. As the prices of LED lighting fixtures continue to drop, and the efficiency of LEDs rise, they're becoming a more accessible choice. Because of their versatility, LED lights present a green alternative with a wide range of applications. Their ability to perform specific lighting tasks

has also made them a reliable go-to lighting solution for spotlights, accent lamps, security signals, and lighting signs. It is recommended that non-LED lighting be replaced with LED lights to the extent possible and in such a way that it doesn't interfere with the design of a building's exterior rehabilitation or renovation.

## **ENERGY AND MATERIAL RESOURCING**

Harnessing energy and material through on-site reusable sources provides an opportunity to reduce waste and capitalize on renewable energy resources. Integrating solar panels on the shade structures and restroom building in the plaza can help provide power for lighting and other energy needs. Additionally, a site-wide shared composting program that is led by the cannery project will convert organic materials such as waste produce from the canning process, leftover food from restaurants and the prep kitchen, and landscape trimmings into a nutrient-dense soil amendment or mulch that can be re-used in landscape beds and gardening beds throughout the site. These measures will reduce cost of energy and outside materials and provide an educational opportunity on sustainable practices.



# 05 IMPLEMENTATION

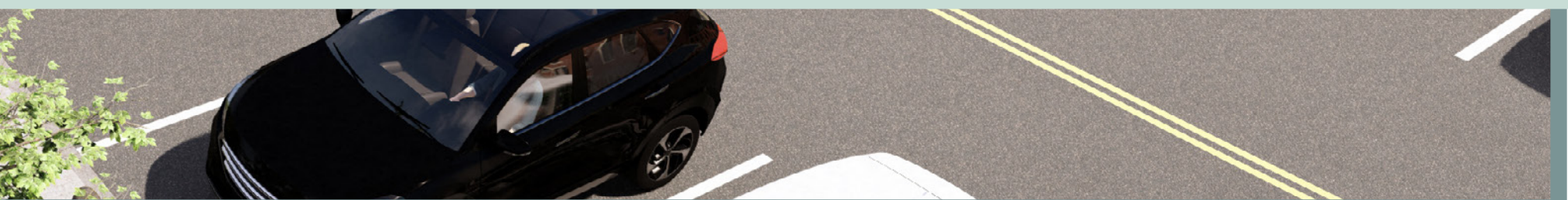




# MARKET ANALYSIS SUMMARY

## PRIORITY PROJECTS

### ACTION PLAN



# IMPLEMENTATION OVERVIEW

Achieving the proposed goals for Downtown Dawsonville set forth in this strategic plan will require patience, dedication, and a commitment to creative partnerships and programs. This chapter is designed to help city and community leaders make progress toward the vision of a revitalized downtown. It is divided into three sections:

## **MARKET ANALYSIS SUMMARY**

To better understand how public and private investments can be leveraged to support downtown development projects, a full market analysis was completed. Information related to future demand is presented in this section.

## **PRIORITY PROJECTS**

This section proposes 13 priority projects, sorted into 5 categories, that the City of Dawsonville and the Downtown Development Authority can take on first to start building momentum for improvements in Downtown Dawsonville. These were derived through community engagement activities, in partnership with City leaders and downtown development stakeholders. Each project is also found in the action plan that concludes this chapter.

## **ACTION PLAN**

This section expands on the Priority Projects by providing every recommended action across all nine goals developed for this strategic plan. Downtown Dawsonville leaders can focus on priority projects to get a running start on revitalization. While those are being implemented, City leaders should refer to the full suite of programs and projects for guidance on which items to pursue next.





**PERSPECTIVE OF  
PROPOSED CONCEPT  
FOR 17-ACRE SITE**

# MARKET ANALYSIS SUMMARY

## RETAIL AND OFFICE DEMAND

There is existing retail leakage within the Local Regional Trade Area which could support up to 13,000 SF of new retail, particularly Food & Beverage. Within the next ten years, the city could support an additional 20,000 SF of retail (Table 5.2). This is dependent on supportable household growth and well executed Downtown revitalization efforts.

Large, single tenant office space will be difficult to attract to Dawsonville in the next 5 to 8 years. There is an opportunity to attract coworking space (less the 4,000 SF), likely a feature of a mixed-use Downtown core. Additional households, retail, and improved civic amenities within the Downtown will improve the city's ability to attract new office product in the coming decades, however, demand is still limited.

## RESIDENTIAL DEMAND

Residential within Downtown Dawsonville represents the highest market-driven potential. Within the next 10 years, the city could reasonably absorb 700-800 new residential units, or about 77 units annually (Table 5.3).

There is a strong residential pipeline within the City of Dawsonville, with the majority surrounding the Downtown area and

Figure 5.1: Market Opportunity Assessment for Downtown Market Sectors



proposed as single-family for-sale. Without improving connectivity and walkability, the delivery of currently proposed residential is not likely to drive foot traffic in Downtown.

Denser housing within Downtown will offer diversity, especially for those looking to downsize, retirees or empty nesters, as well as younger professionals and families seeking access to walkable amenities. Given the lack of new, attached product

within the city, development interest may be dampened by a lack of demonstrated market performance.

Within Dawson County, however, new rental multifamily and for-sale townhomes have performed well.

### HOSPITALITY DEMAND

Attracting a new hotel to the City of Dawsonville will be the most challenging as the current hotel market has yet to recover to pre-pandemic occupancy rates. While Average Daily Rates (ADRs) have consistently grown, the local market has not achieved occupancy over 70%. Without additional entertainment, retail, or public incentive, investors and developers may be wary to enter the market.

Table 5.2: 10-Year Demand by Sector	
Use	Units/SF/Rooms
Residential	700 - 800 units
Retail and Office	22,000 - 36,000 square feet
Hospitality	80 - 120 rooms

Table 5.3: Market Rate For-Sale and Rental Demand, City of Dawsonville, 2033						
Demand	Detached		Attached		Total	
	10-year	Annual	10-year	Annual	10-year	Annual
	530	53	230	23	770	77

Table 5.4: Retail Demand, 2024-2033		
Existing Demand	10-Year Future Potential	Total Potential
13,000 sf	22,000 sf	35,500 sf

# STATE-LEVEL FUNDING STRUCTURES

## Georgia Department of Community Affairs

### DOWNTOWN DEVELOPMENT REVOLVING LOAN FUND (DDRLF)

The DDRLF provides below-market-rate financing for capital projects in historic downtown areas.

- **Scope:** Municipalities and counties under 100,000 population; development authorities.
- **Amount:** \$250,000 maximum
- **Duration:** 10-year repayment period
- **Usage:** real estate acquisition, development, rehabilitation, purchase of equipment

### REDEVELOPMENT FUND (RDF)

The RDF provides flexible grants and loans for challenging economic and community development projects, focusing on eliminating blight and supporting public/private partnerships.

- **Scope:** Local governments
- **Amount:** \$500,000 maximum
- **Procedure:** underwritten with standard commercial procedures; interest rates determined case-by-case

### LOCAL REVOLVING LOAN FUNDS (RLF)

The LRF aims to create job opportunities for low- and moderate-income persons.

- **Scope:** For-profit businesses, local development authorities
- **Approach:** Local RLF committee reviews applications based on locally adopted policies. Competitive applications emphasize job creation, financial commitments, debt servicing ability, personal guarantees, and collateral.

### GEORGIA DOWNTOWN RENAISSANCE FUND

The Georgia Downtown Renaissance Fund supports local governments, authorities, and nonprofit organizations in revitalizing downtown districts through financing and technical assistance.

- **Scope:** for-profit businesses located in eligible rural counties that meet specific criteria
- **Approach:** guarantees up to 50% of private bank loans (\$35,000-\$250,000) with a 10% equity injection by the borrower

### TOURISM DEVELOPMENT ACT

The Georgia Tourism Development Act (GTDA) offers state sales and use tax incentives for tourism projects to create jobs. The incentive allows recovery of a percentage of the project's development costs over a ten-year period.

- **Scope:** Approved companies and development authorities
- **Eligible Projects:** cultural or historical sites, recreation or entertainment facilities; convention hotel or conference center; automobile racetrack; golf course facility with other amenities; marinas and water parks with lodging and restaurants; a Georgia crafts and products center
- **Amount:** minimum investment over \$1 million
- **Requirements:** new tourism attraction or expansion must attract at least 25% or more of its visitors from out-of-state after year 3

### HISTORIC PRESERVATION FUND (HPF) GRANT PROGRAM

This fund supports the preservation efforts

## Georgia Department of Natural Resources

of Certified Local Governments (CLGs). Applicable preservation projects include historic resources surveys, nominations to the National Register for Historic Places, preservation plans, physical rehabilitation, and educational efforts on preservation's value and process.

### **COMMUNITY HOME INVESTMENT PROGRAM (CHIP)**

This federal program provides funding to local governments, housing authorities, and qualifying nonprofit organizations for rehabilitation and construction of affordable single-family homes.

### **COMMUNITY DEVELOPMENT BLOCK GRANT (CDBG) PROGRAM**

The CDBG program promotes economic development focused on expanding opportunities for low- and moderate-income individuals. Funds viable projects that create or retain jobs for low- and moderate-income persons that would not take place without CDBG funds.

### **GEORGIA OUTDOOR STEWARDSHIP PROGRAM (GOSP)**

The Georgia Outdoor Stewardship Program provides dedicated funding to land conservation and land stewardship projects. Local governments, as well as nonprofits with a public partner, can apply to receive funding for shovel-ready projects that advance land conservation goals. The program typically weighs other factors as well, including whether the project supports water quality improvements, wildlife protection, and other state-level priorities.

### **RECREATIONAL TRAILS PROGRAM (RTP)**

The Recreational Trails Program channels federal funding for recreational trails and trail-related facilities to Georgia communities. Similar to GOSP, the Georgia Department of Natural Resources will give greater priority to projects that meet a set of additional criteria beyond qualification.

Check with DNR to determine whether projects for Downtown Dawsonville are competitive.

### **LAND AND WATER CONSERVATION FUND (LWCF)**

Funding administered under the Land and Water Conservation Fund can be applied to passive land conservation projects as well as actively managed parks and recreation facilities.

# STATE AND FEDERAL LEVEL FUNDING STRUCTURES

## Other Opportunities

### RECONNECTING COMMUNITIES AND NEIGHBORHOODS (RCN) GRANT PROGRAM

Administered through the Federal Highway Administration (FHWA), this new 2023 program provide funds for projects that improve walkability, safety, and affordable transportation access through context-sensitive strategies and address existing transportation facilities that create barriers to community connectivity or negative impacts on the human or natural environment, especially in disadvantaged or underserved communities. The proposed Downtown Dawsonville Master Plan currently proposes a connected, gridded street network and improved pedestrian facilities along existing roads and to achieve greater walkability within the downtown area. Capital Construction Grants would be most helpful to development efforts, though the program also offers Community Planning, Regional Partnerships Challenge, and Technical Assistance Grants.

The program requires a 20% match with projects in disadvantaged or underserved communities can qualify for 100% Federal share. There are no limits on award size. This year, RCP funds have a minimum of \$2 million for planning and \$5 million for construction grants.

For reference, previous allocations include:

- City of Roswell: 2022, \$2,000,000 Big Creek Greenway Community Connectivity Planning Project
- City of Atlanta: 2022, \$1,100,000 for The Stitch

### EPA BROWNFIELD TECHNICAL ASSISTANCE GRANTS

The U.S. Environmental Protection Agency provides technical assistance for brownfield identification, assessment, and cleanup.

### SAFE STREETS AND ROADS FOR ALL (SS4A)

The USDOT awards Planning and Demonstration Grants and Implementation Grants to local government entities, transit agencies, and MPOs to address a roadway safety problem. Applicants seeking Implementation Grants must have an Action Plan such as a safety sub-plan, road safety audit, or other roadway safety planning activities. Planning and Demonstration Grants in 2022 and 2023 ranges from \$160,000 to \$1 million. The grant poses several obstacles that need to be considered before pursuing. In 2023, there were no awards given for Implementation Grants and a two-step process is required in order to unlock funding for construction. Additionally, nationwide, Implementation Grants accounted for 12% of awarded grants in its FY23 funding round, none of which were in Georgia.

# REGIONAL FUNDING STRUCTURES

## Rural Development Programs in Georgia United States Department of Agriculture

### INTERMEDIARY RE-LENDING PROGRAM (IRP)

The IRP finances rural business facilities and community development projects through USDA Rural Development loans to intermediaries. Intermediaries then relend funds to ultimate recipients for business or community development, maintaining revolving loan funds.

- **Requirements:** Intermediaries must be bonded; have legal authority to carry out the proposed loan purposes and to incur and repay debt; have a record of successfully assisting rural business and industry; and provide adequate assurance of repayment.
- **Approach:** Interest income and fees may be used for administrative costs, technical assistance to borrowers, or debt retirement. All collections not dedicated to those uses must be made available for relending to support establishment of new businesses, expansion of existing businesses, job creation, or community development.

### RURAL BUSINESS ENTERPRISE GRANT (RBEG)

The RBEG program supports the development of small emerging private businesses in rural areas. It focuses on businesses employing 50 or fewer new employees with projected gross revenues under \$1 million.

- **Scope:** Areas outside cities with populations exceeding 50,000 and adjacent urbanized areas with population density over 100 persons/ square mile
- **Approach:** Grant funds can be used for land acquisition, construction, loans for start-up costs, technical assistance, and rural learning programs. Grant funds not eligible for agriculture projects, comprehensive planning, unreasonable loans, cable TV programs, and funding projects dependent on unsecured commitments.

### RURAL BUSINESS OPPORTUNITY GRANT (RBOG)

RBOGs promote sustainable economic development in rural communities with exceptional needs. Eligible endeavors include training and technical assistance for business development, entrepreneurs, and economic development officials.

- **Scope:** Rural public bodies, nonprofit corporations, rural Indian tribes, and cooperatives primarily serving rural members
- **Amount:** \$50,000 maximum for single state project
- **Approach:** Grant funds can be used for training, feasibility studies, trade strategies, community economic development planning, business training, and technology-based economic development.

# REGIONAL FUNDING STRUCTURES

## Rural Development Programs in Georgia United States Department of Agriculture

### BUSINESS AND INDUSTRY (B&I) GUARANTEED LOAN PROGRAM

This program guarantees loans made by commercial lenders against a portion of loss resulting from borrower default.

- **Scope:** Any legally organized entity; limited to rural areas outside cities with populations over 50,000.
- **Amount:** \$25 million maximum aggregate loan amount.
- **Duration:** 7 year maturation period for working capital, 15 years for machinery, 30 years for real estate.

### COMMUNITY FACILITIES

USDA provides loans for eligible community facilities in rural areas.

- **Scope:** Rural communities and small towns/cities under 20,000 population.
- **Approach:** Funds can be used for construction, land acquisition, legal fees, equipment, and other public facility costs. 40 year maturation period for both direct and guaranteed loans.

### RURAL COOPERATIVE DEVELOPMENT GRANT PROGRAM (RCDG)

The RCDG offers grants for establishing and operating centers to improve the economy and promote or enhance cooperatives.

- **Scope:** Non-profit institutions, including higher education
- **Approach:** Funding available for cooperative redevelopment, technical assistance, and training programs

### FINANCING FOR SMALL MUNICIPAL AND RURAL WATER, WASTEWATER, AND SOLID WASTE SYSTEMS

This program offers guaranteed loans, direct loans, and grants for water, wastewater, and solid waste systems. Rural communities under 10,000 population can obtain financing for construction, land acquisition, legal fees, engineering, and equipment costs for these projects.

## Appalachian Regional Commission

### AREA DEVELOPMENT PROGRAM (ADP)

The Appalachian Regional Commission's Area Development Program (ADP) invests in economic development initiatives in Appalachian communities. Two types of projects are supported: critical infrastructure (including water and sewer, transportation, and broadband) and business and workforce investments.

### APPALACHIAN REGIONAL INITIATIVE FOR STRONGER ECONOMICS (ARISE)

ARC's ARISE program operates at a regional scale, encouraging Appalachian communities to develop economic initiatives that extend across state lines to uplift the region as a whole.



# LOCAL FUNDING STRUCTURES

## City & Local Economic Development Tools

### DOWNTOWN DEVELOPMENT AUTHORITY (DDA)

Dawsonville's DDA is responsible for developing and promoting trade, commerce, industry, and employment opportunities downtown. Dawsonville's DDA has already leveraged its quasi-governmental status to embark on several downtown revitalization projects.

### BUSINESS IMPROVEMENT DISTRICT (BID)

Under a BID, nonresidential properties agree to be taxed at a higher rate than the rest of the community in order to pay for expanded services that are not already being provided to the City as a whole. These often include advertising, security, and business recruitment and retention. To establish a BID, an area plan including boundaries, services, and millage rate must be developed and a petition circulated to all property owners within the district. 51 percent of taxpayers must agree.

### COMMUNITY IMPROVEMENT DISTRICT (CID)

Similar to a BID, a CID is a funding structure in which nonresidential property owners can self-impose an additional tax that goes toward district infrastructure improvements, including street construction and maintenance, green space creation, stormwater improvements, and other similar infrastructure improvements. The tax cannot exceed 2.5% of assessed property value.

### LAND BANK AUTHORITY

A land bank has the power to acquire tax-delinquent properties, then manage, sell, or dispose of them. Properties are purchased directly by the land bank or acquired at a tax sale. Land banks are formed by an intergovernmental agreement between City and County. It must be composed of four members, two appointed by the City's mayor, two by the County Commission.

### TAX ALLOCATION DISTRICT (TAD)

TADs are a form of tax increment financing, where future revenue from increases in property taxes within a specific area are utilized for public improvements or economic development in that same area.

Potential improvements include:

- Renovation, construction, preservation, restoration, expansion, or demolition of buildings for business, commercial, industrial, public or private housing, social activity, or governmental use
- Improvement of historic properties
- Creation of green spaces
- Other public realm projects including water and sewer lines, sidewalks, streetscape improvements, and more

To create a TAD, local legislation must be introduced, and a referendum held. A redevelopment agency must also be created to enforce the TAD.

# PRIORITY PROJECTS

Throughout the development of this strategic plan, several projects emerged as high priorities for the City and its constituents. These projects are not only important to Dawsonville residents—ranked highly during community engagement activities—but also are good projects to focus on first, either because they are low-lift projects that can be done and completed quickly or because they are complicated projects containing multiple steps.

Downtown redevelopment takes time and sustained energy; these priority projects are designed to start building momentum. There are 13 projects total, divided into 5 overall categories:

1. The City’s 17-acre site
2. Zoning recommendations and design guidelines
3. Infrastructure projects
4. Aesthetics and beautification
5. Business development

Each category’s projects are organized in order of most immediate implementation action to most distant.

## 1 Begin Seeking Development Partners for the 17-Acre Site

The 17-acre site remains the opportunity most poised to catalyze transformation in Dawsonville. Getting started on the lengthy process to developing the site according to this document’s master plan is imperative and supported by the community.

High Ranking Implementation Projects			
#	Description	Lead	Phase
1A	Issue development RFP for mixed-use and future development parcels located in the 17-acre site	City	Near-Term
1C	Initiate feasibility study for hotel and conference center located in the 17-acre site	City	Near-Term
6A	Construct a central plaza in the 17-acre development ( <i>requires 1A</i> )	City; DDA	Near-Term
6B	Construct a linear park in the 17-acre development ( <i>requires 1A</i> )	City; DDA	Near-Term

An RFP must be developed and published first before any development of the 17-acre site begins. From there, with the right funding and governance structures put in place, development can begin. In the meantime, efforts should be made to focus on additional downtown projects that can work toward expanding the market potential (see p. 58) for new housing, retail, and hospitality space included in the site plan.

# 2

## Adopt Policy Changes to Enable Downtown to Flourish

Public investment can drive growth in specific and significant ways, but growth and revitalization projects can also be advanced by the private sector. To facilitate the latter, updating existing regulations—including zoning and design guidelines—can make it easier for private development to abide by the standards Downtown Dawsonville holds for its redevelopment.

High Ranking Implementation Projects			
#	Description	Lead	Phase
2A	Make zoning revisions and clear design guidelines to facilitate the strategic plan	City; Consultants	In Progress
9H	Coordinate with state, regional, and national organizations for funding opportunities to support historic preservation	City; DDA	Near-Term / Mid-Term

# 3

## Expand Critical Infrastructure to Support Downtown Growth

Growth across sectors must be supported by infrastructure, including access to water, sewer, and transportation networks. While these projects can take time, getting started on their planning and construction is critical at an early stage.

High Ranking Implementation Projects			
#	Description	Lead	Phase
4G	Conduct a Downtown Parking Assessment Study	City; Consultants	Near-Term
1K	Provide water and sewer capacity for future downtown developments	City; DDA	Near-Term
4B	Construct new streets proposed in the downtown strategic plan	City; Developers	Near-Term / Mid-Term

# PRIORITY PROJECTS

4

## Invest in Low-Lift Aesthetic and Wayfinding Improvement Projects

While longer-term foundational projects are advanced, the City can invest in basic improvements to streetscapes, facades, and other beautification and navigation projects that invite people to spend more time downtown. The City should consider building partnerships with downtown property owners, who also have a stake in improving the overall look and feel of downtown.

High Ranking Implementation Projects			
#	Description	Lead	Phase
7B	Partner with existing property owners on wayfinding and aesthetic improvements	City; DDA; Consultants	Near-Term
2C	Create a façade enhancement grant for downtown property owners	City; DDA	Near-Term
9D	Create a historic downtown tree and landscape grant	City; DDA	Near-Term

5

## Promote Economic Development through Partnerships, New Spaces, and Creative Pursuits

Local institutions are eager to partner on initiatives that can support Dawsonville’s success. The work of economic development is slow, but through community partnerships and creative endeavors, the City can make good on those opportunities.

High Ranking Implementation Projects			
#	Description	Lead	Phase
3A	Promote a cannery and/or maker space in downtown	City; Consultant	Near-Term

**this page intentionally left  
blank**

# ACTION PLAN

Behind the high-priority projects featured in the short-term implementation strategy are many other—but no less significant—tasks that can help downtown Dawsonville flourish. The action plan matrix on the following pages provides a comprehensive list of action steps for the City and its partners to take, divided by the nine major recommendations (see p. 69) proposed earlier in this strategic plan.

Each matrix includes two key considerations for implementation: cost and time.

## COST ESTIMATES

Downtown revitalization projects typically range from inexpensive efforts that can be led by staff to complex construction projects. Examples of less expensive projects include site renovations, modest streetscape improvements, and further studies into specific aspects of downtown.

Infrastructure projects—including new roadways, traffic circles, or water and sewer projects—tend to be the most costly and sometimes time-intensive projects.

## TIME ESTIMATES

While downtown revitalization can be a long process overall, there are several actions that City leaders can undertake immediately. These include the recommendations highlighted in the implementation strategy, as well as some underlying changes to zoning, land ownership, and future funding applications.

Table 5.5 Implementation Cost Ranges

Amount	Description
Staff Time	General staff time
\$	\$10,000 to \$100,000
\$\$	\$100,000 to \$200,000
\$\$\$	\$200,000 to \$500,000
\$\$\$\$	\$500,000 to \$1,000,000
\$\$\$\$\$	\$1,000,000 +

Table 5.6: Implementation Time Ranges

Term	Description
In Progress	Current on-going project
Near-Term	0 - 3 years
Mid-Term	3 - 5 years
Long-Term	5+ years



**01**

**Promote Catalytic  
Projects in Downtown**



**04**

**Improve Streetscapes and  
Connect Streets**



**07**

**Design and Install Branded  
Signage and Wayfinding  
Elements**



**02**

**Preserve and Revitalize  
Buildings in the Historic  
Downtown**



**05**

**Create a Multi-Use  
Greenway System**



**08**

**Promote Art, History, &  
Landscape**



**03**

**Create Downtown Spaces  
for Business Incubation**



**06**

**Create a Variety of Public  
Gathering Spaces + Parks  
that Promote Recreation**



**09**

**Create Design Guidelines  
that Promote Sustainable  
Development in Downtown**

# ACTION PLAN MATRIX

1 Promote Catalytic Projects in Downtown		
	Project Name	Estimated Cost
1A	Issue development RFQ for mixed-use and future development parcels located in the 17-acre site	Staff Time
1B	Map out timeline for 17-acre site redevelopment, from construction to transfer of property to partner institutions	Staff Time
1C	Initiate feasibility study for hotel and conference center located in the 17-acre site	Staff Time
1D	Issue development RFQ for the hotel and conference center located in the 17-acre site	Staff Time
1E	Explore public-private partnerships through DDA to implement downtown strategic plan	Staff Time
1F	Construct a new City Hall in the 17-acre site	\$\$\$\$\$
1G	Advocate/educate community on benefits of the downtown strategic plan	Staff Time
1H	Land swap for proposed entry drive from Highway 9	\$
1I	Build a shared parking deck in the 17-acre site	\$\$\$\$\$
1J	Explore creating a Tax Allocation District (TAD)	\$
1K	Provide water and sewer capacity for future downtown developments	\$\$\$\$\$
1L	Explore feasibility for upscale tiny home product	Staff Time
1M	Explore feasibility for additional meeting facility	Staff Time
1N	Renovate two historic homes to accommodate home occupation businesses	\$
1O	Pursue redevelopment of apartment complex adjacent to master planned site	\$\$
1P	Advocate/educate community on benefits of growth, including new housing	Staff Time
1Q	Acquire parcels that support additional catalytic projects	\$\$
1R	Complete an interior build-out of existing spaces in the City Hall / Georgia Racing Hall of Fame complex to create additional business opportunities	\$\$
1S	Renegotiate Hotel-Motel revenues with Dawson County Chamber of Commerce to raise Hotel-Motel rate and allocate a portion to the City for funding towards Tourism, Conventions, and Trade Shows (TCT) and Tourism Product Development (TPD)	Staff Time



Phase	Responsible Parties	Funding	Potential Partners / Funders
Near-Term	City; DDA; Private	General Fund	
Near-Term	City; DDA; Private	General Fund	
Near-Term	City; DDA; Private	General Fund	
Near-Term	City; DDA; Private	General Fund	
Near-Term	City; DDA; Private	General Fund	
Near-Term	City; DDA	City Capital Funds	USDA Rural Development Program (RDP)
In Progress	City; DDA	General Fund	
Near-Term	City; DDA; Private	City Capital Funds	USDA RDP
Near-Term	City; DDA; Private	City Capital Funds	
Near-Term	City; County	General Fund	
Near-Term	City; DDA; Private	City Capital Funds, Grants	USDA RDP
Near-Term	City; DDA	General Fund	
Near-Term	City; DDA	General Fund	
Near-Term	City; DDA; Private	General Fund, Grants	Historic Preservation Fund (HPF) Grants
Mid-Term	City; DDA; Private	General Fund, Grants	CDBG Grants (Georgia Department of Community Affairs)
In Progress	City; DDA	General Fund	
Mid-Term	City; DDA	General Fund	
In-Progress	City; DDA	General Fund	
Near-Term	City	General Fund	

# ACTION PLAN MATRIX

2	Preserve and Revitalize Buildings in the Historic Downtown	
	Project Name	Estimated Cost
2A	Make zoning revisions and clear design guidelines to facilitate the strategic plan	\$
2B	Create a Downtown Dawsonville Merchants Association	Staff Time
2C	Amend existing DDA grant program to promote façade improvement projects for downtown properties consistent with appropriate district guidelines	\$\$
2D	Create a Business Attraction Pitch Sheet and Recruitment and Welcome Packet	\$
2E	Seek Rural Zone Designation	\$
2F	Seek Revitalization Area Strategies Designation	\$

3	Create Downtown Spaces for Business Incubation	
	Project Name	Estimated Cost
3A	Promote a cannery and/or maker space in downtown	Staff Time
3B	Promote business incubator space in downtown	Staff Time
3C	Promote co-working spaces in downtown	Staff Time
3D	Explore creating a Community Improvement District	\$
3E	Build cottage style shops for small business development in the new plaza	\$\$
3F	Create program connecting educational institutions to makerspaces/business incubator spaces	Staff Time

Phase	Responsible Parties	Funding	Potential Partners/Funders
In Progress	City; Consultants	City Capital Funds	
Near-Term	City; DDA	General Fund	
Near-Term	City; DDA	General Fund; DDA budget	
In Progress	City; DDA	General Fund	
Near-Term	City; Consultants	General Fund	Georgia Department of Community Affairs (DCA)
Near-Term	City; Consultants	General Fund	Georgia DCA

Phase	Responsible Parties	Funding	Potential Partners/Funders
Near-Term	City; Consultants	General Fund; Grants	USDA RDP, Appalachian Regional Commission ARISE Program
Mid-Term	City; DDA	General Fund	ARC ARISE Program
Mid-Term	City; DDA	General Fund	
Mid-Term	City; Private	General Fund; Private	
Mid-Term	City; Private	City Capital Funds; Private	
Mid-Term	City; DDA	General Fund	Lanier Tech, University of North Georgia, CTAE

# ACTION PLAN MATRIX

4 Improve Streetscapes and Connect Streets		
	Project Name	Estimated Cost
4A	Implement downtown streetscape improvements after bypass is constructed	\$\$\$\$\$
4B	Construct new streets proposed in the downtown strategic plan	\$\$\$\$\$
4C	Construct new sidewalks and crosswalks in line with downtown strategic plan	\$\$\$\$\$
4D	Construct roundabout at Highway 53 and Allen Street	\$\$\$\$\$
4E	Construct pedestrian Bridge at Highway 53 and Allen Street	\$\$\$\$\$
4F	Construct roundabout at Highway 9 and the proposed street into the 17-acre site	\$\$\$\$\$
4G	Conduct a Downtown Parking Assessment Study	\$
4H	Construct City parking lot at Church Street and Howard Avenue	\$\$
4I	Construct a City parking deck off Shoal Creek Road	\$\$\$\$\$
4J	Construct angled parking downtown	\$\$
4K	Consider the feasibility of working with local private property owners, civic groups, and others to undertake minimal landscape improvements in existing landscape strip areas	\$

5 Create a Multi-Use Greenway System		
	Project Name	Estimated Cost
5A	Create a master plan for a multi-use trail system	\$
5B	Construct a multi-use trail system	\$\$\$\$\$

Phase	Responsible Parties	Funding	Potential Partners/Funders
Long-Term	City; DDA	DOT Funds; City Capital Funds; Grants	Georgia DCA Main Street Program
Near-Term / Mid-Term	City; Developers	DOT Funds; City Capital Funds; Private	DOT Reconnecting Communities and Neighborhoods (RCN) Grant
Near-Term / Mid-Term	City; Developers	DOT Funds; City Capital Funds; Private	DOT RCN and Safe Streets and Roads for All
Near-Term / Mid-Term	City; Developers	DOT Funds; City Capital Funds; Private	DOT RCN
Near-Term / Mid-Term	City; Developers	DOT Funds; City Capital Funds; Private	DOT RCN
Mid-Term	City; Developers	DOT Funds; City Capital Funds	DOT RCN
Near-Term	City; Consultants	General Fund	
Mid-Term	City	City Capital Funds	
Mid-Term	City	City Capital Funds	
Mid-Term	City	DOT Funds; City Capital Funds; Private	Georgia DOT
Near-Term	City; DDA	General Fund, Grants	Lanier Tech, local business owners, and civic groups

Phase	Responsible Parties	Funding	Potential Partners/Funders
Mid-Term	City; Consultant	DOT Funds; City Capital Funds	DOT RCN
Long-Term	City	DOT Funds; City Capital Funds; Grants	Recreational Parks and Trails (RPT) Grants

# ACTION PLAN MATRIX

6 Create a Variety of Public Gathering Spaces + Parks that Promote Recreation		
	Project Name	Estimated Cost
6A	Construct a central plaza in the 17-acre development	\$
6B	Construct a linear park in the 17-acre development	\$\$
6C	Construct a stormwater park adjacent to the 17-acre development	\$\$\$\$
6D	Construct a downtown green space at Highway 9 near the square	\$\$
6E	Incorporate cultural elements into trail and greenspace development	\$\$
6F	Explore mechanisms for future greenspace acquisition (land bank)	Staff Time
6G	Create an outdoor public space between the City Hall / Georgia Racing Hall of Fame complex and Main Street Park	\$

7 Design and Install Branded Signage and Wayfinding Elements		
	Project Name	Estimated Cost
7A	Develop a downtown Wayfinding Master Plan	\$
7B	Partner with existing property owners on wayfinding and aesthetic improvements	Staff Time
7C	Design & Install branded “Downtown Dawsonville” banners on street posts throughout downtown	\$
7D	Co-op advertisement opportunities, including billboards as directional signage to promote downtown businesses collectively	\$

Phase	Responsible Parties	Funding	Potential Partners/Funders
Near-Term	City; DDA; Grants	General Fund; Grants	ARC ADP, USDA RDP
Near-Term	City; DDA; Grants	General Fund; Grants	ARC ADP, USDA RDP, DNR Grants
Near-Term	City; DDA; Grants	General Fund; Grants	ARC ADP, USDA RDP, DNR Grants
Near-Term	City; DDA; Private	General Fund; Grants	ARC ADP, USDA RDP
Long-Term	City; DDA; Consultant	General Fund; Grants	ARC ADP, Georgia Tourism Development Act
Near-Term	City; DDA	General Fund	
In Progress	City	General Fund	

Phase	Responsible Parties	Funding	Potential Partners/Funders
Near-Term	City; Consultant	General Fund	
Near-Term	City; DDA; Consultant	General Fund; Grants	Georgia Main Street
In Progress	City; DDA	General Fund	
In Progress	City; DDA	General Fund	

# ACTION PLAN MATRIX

8	Promote Art, History, & Landscape	
	Project Name	Estimated Cost
8A	Develop a history and art master plan	\$
8B	Conduct a new Historic Resource Survey and initiate update to Historic District Guidelines	\$
8C	Create a public art program	\$\$
8D	Create a historic downtown tree and landscape grant	\$
8E	Create a tactical urbanism project in historic downtown	\$
8F	Nominate historic cemetery to National Register of Historic Places	Staff Time
8G	Create oral history program	\$
8H	Coordinate with state, regional, and national organizations for funding opportunities to support historic preservation	Staff Time
8I	Create historic downtown plaque program	\$\$
8J	Install a mural representing key points in Dawsonville history to connect oral history program to placemaking and wayfinding efforts	\$

9	Create Design Guidelines that Promote Sustainable Development in Downtown	
	Project Name	Estimated Cost
9A	Support green streetscape projects	Staff Time
9B	Promote sustainable design within the 17-acre project	Staff Time
9C	Pursue grants for brownfield identification, remediation, and future redevelopment	Staff Time
9D	Create design guidelines for the 17-acre project	Staff Time

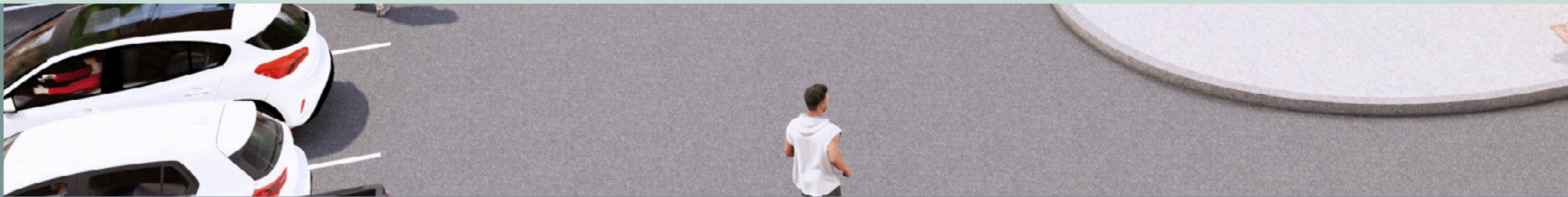


Phase	Responsible Parties	Funding	Potential Partners/Funders
Near-Term	City; Consultant	General Fund; County; Grants	Georgia Tourism Development Act, Georgia Mainstreet
Near-Term	City; DDA; Consultant	General Fund	
Near-Term	City; DDA; Consultant	General Fund	
Near-Term	City; DDA	General Fund; County	
Near-Term	City; DDA; Consultant	City Capital Funds; Grants	Georgia Economic Placemaking Collaborative
Near-Term	City; DDA	General Fund	DCA HFP, National Register for Historic Places
Near-Term	City; DDA; Consultant	General Fund; Grants	Georgia Tourism Development Act
Near-Term / Mid-Term	City; DDA	General Fund, Grants	ARC ADP, DCA HFP
Near-Term	City; DDA; Consultant	General Fund; Grants	DCA HFP
In Progress	City; DDA	General Fund; Grant	

Phase	Responsible Parties	Funding	Potential Partners/Funders
Near-Term / Mid-Term	City	General Fund; Grants	Appalachian Regional Commission (ARC) ADP, Georgia Main Street
Near-Term	City	General Fund	
Mid-Term	City	General Fund; Grants	EPA Region 4 Brownfield Grants
In Progress	City; Consultants	General Fund	



# A APPENDIX





## MARKET ANALYSIS



# MARKET ANALYSIS

## TABLE OF CONTENTS

### Housing and Real Estate Market Analysis

Introduction	A-4
Study Area Context	A-5
Demographic Assessment	A-10
Local and Regional Economic Assessment	A-17
Real Estate Assessment: Residential	A-26
Real Estate Assessment: Commercial	A-36
Real Estate Demand Forecast	A-45

# STUDY AREA CONTEXT

A-3

# INTRODUCTION

KB Advisory Group is partnering with TSW to complete this analysis for the Dawsonville Downtown Master Plan.

This report will provide a demographic, economic, and real estate inventory and trend analysis for several nested geographic areas:

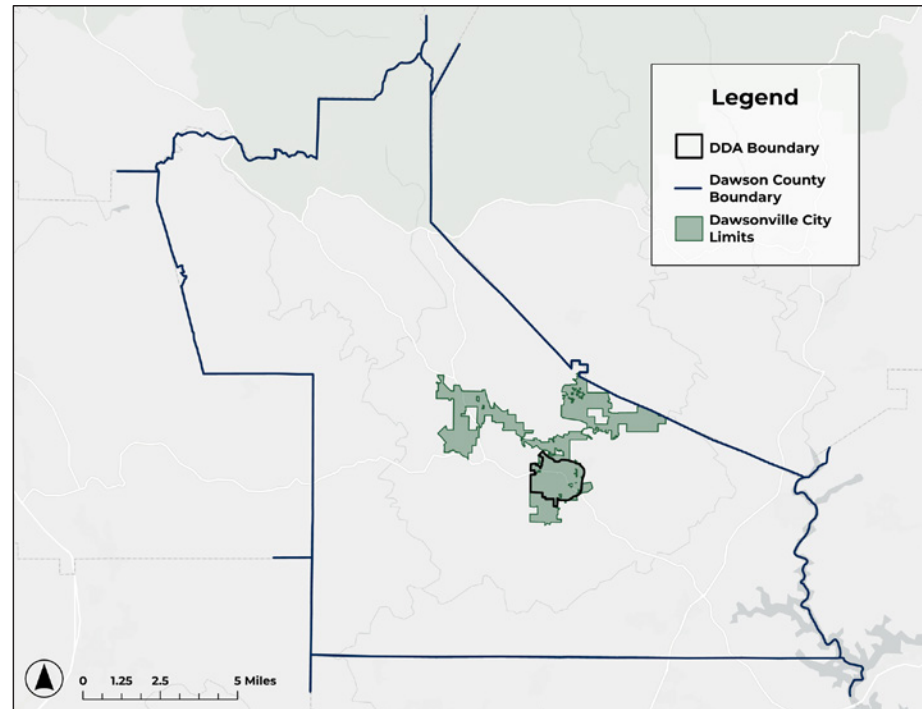
- Dawsonville Downtown Development Area
- City of Dawsonville
- Dawson County
- Local Retail Trade Area
- Regional Retail Trade Area

The study will examine the state of the market, forecast future demand potential, and identify strategies that can bolster the economic development potential of downtown Dawsonville.

**KB Advisory Group, Inc.**  
725 Ponce De Leon Avenue NE  
Suite 200  
Atlanta, GA 30306  
404.845.3550  
[www.kbagroup.com](http://www.kbagroup.com)

# STUDY AREA CONTEXT

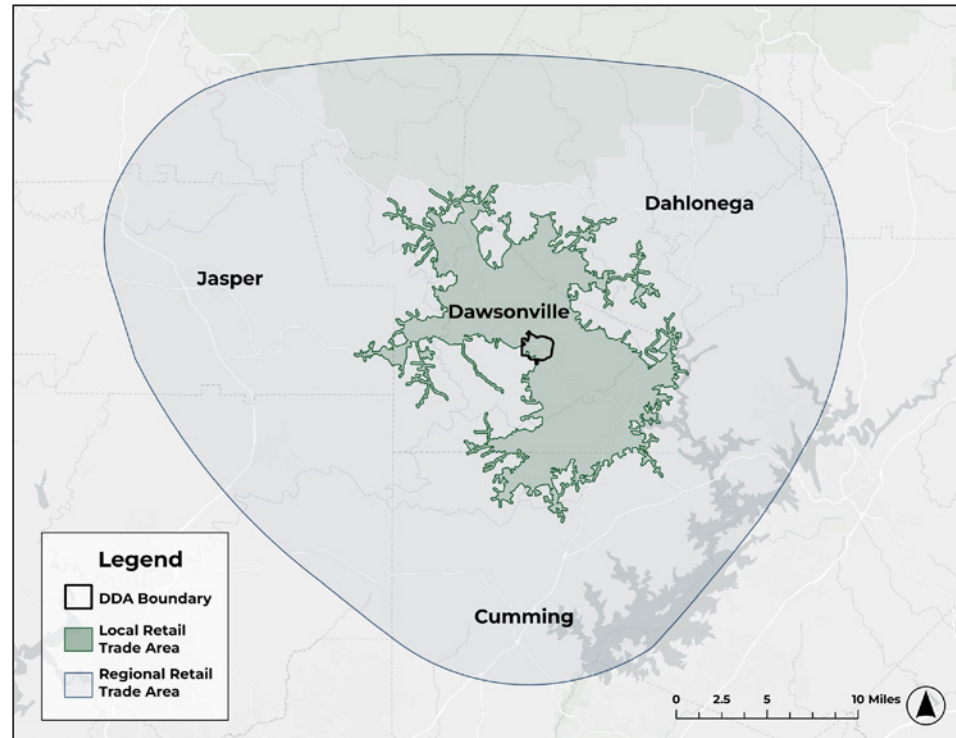
The Downtown Development Area lays in the heart of Dawsonville and at the center of Dawson County.



# STUDY AREA CONTEXT

The Local Retail Study Area is the primary geography of interest for demographic, economic, and real estate analysis purposes. The boundary was determined by calculating areas within a 15-minute drive time of downtown Dawsonville.

The Regional Retail Trade Area is another geography of interest and encompasses Jasper, Dahlonega, and Cumming.

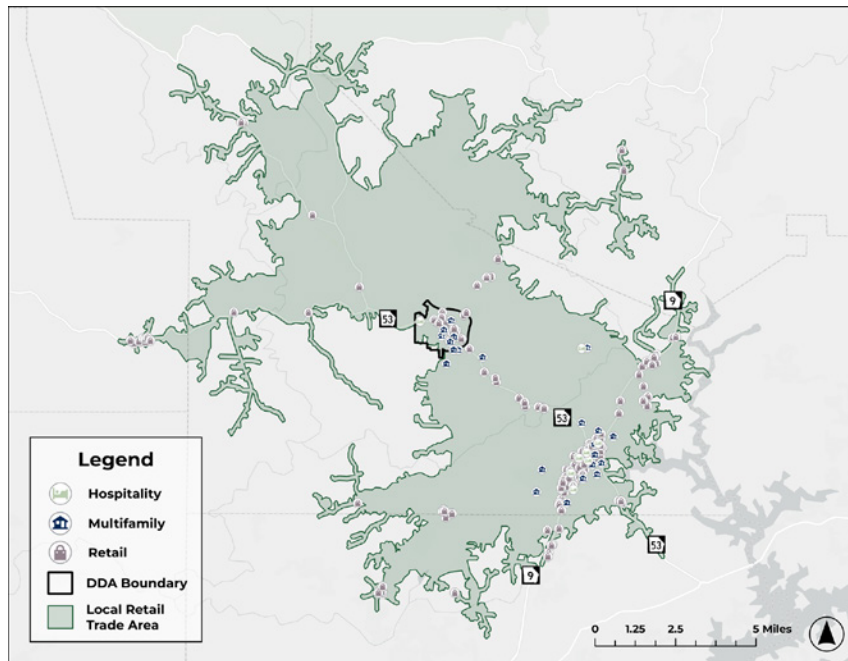




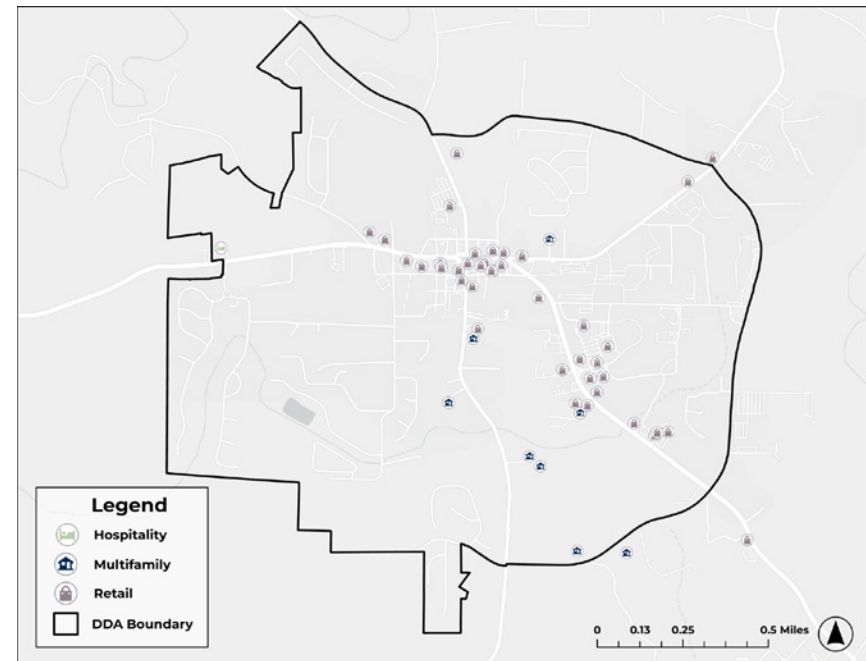
# STUDY AREA CONTEXT

Development in the Local Retail Trade Area (LRTA) is concentrated along the Highway 53 and Highway 9 corridors. There is a mix of hospitality, multifamily, and retail.

The Downtown Development Area has a mix of multifamily and retail predominately.

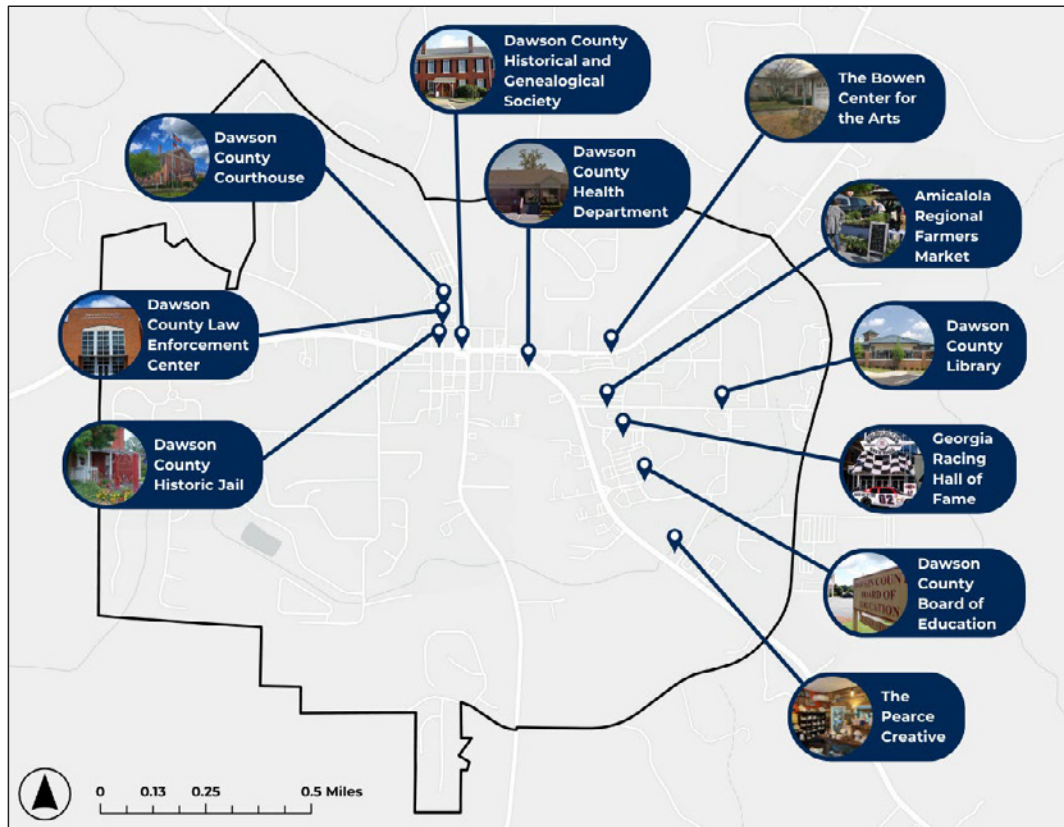


Source: KB Advisory based on data from CoStar



A-7

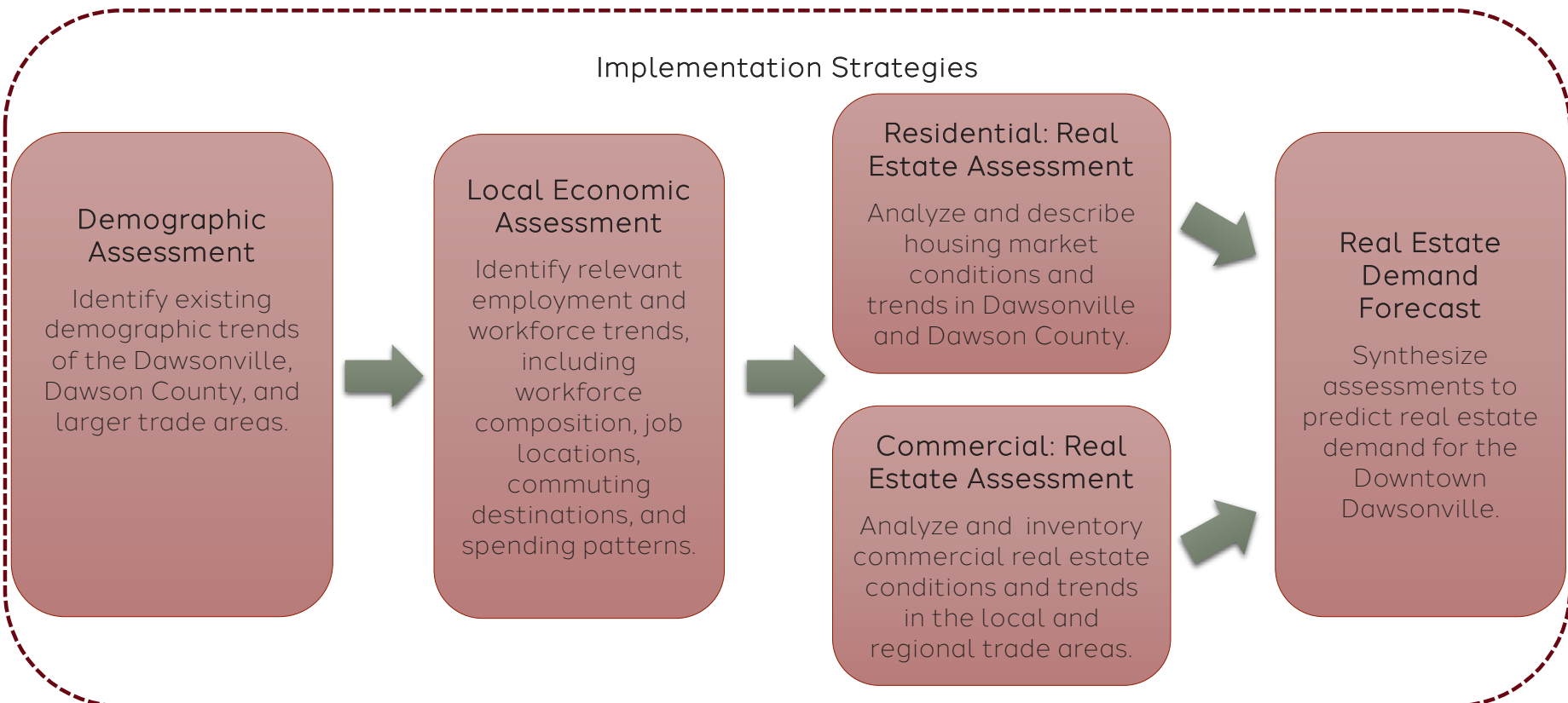
# STUDY AREA CONTEXT



The Downtown Development Area in Dawsonville is home to many assets, including governmental facilities, historical assets, and creative and cultural resources.

# MARKET ANALYSIS APPROACH

## Implementation Strategies



# DEMOGRAPHIC ASSESSMENT

A-10

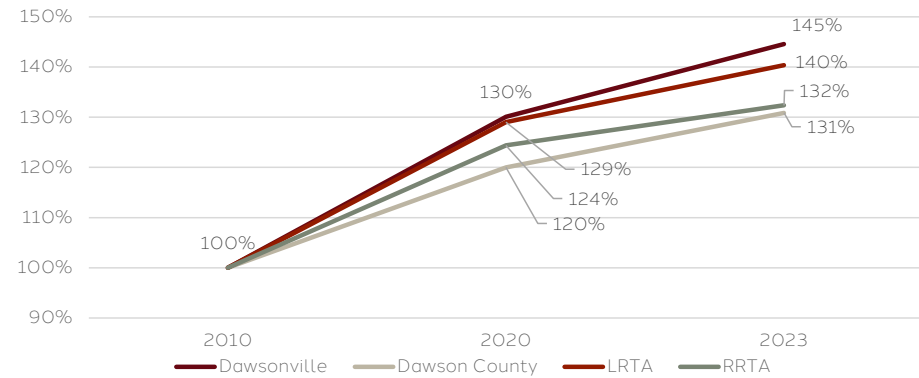
## Demographic Assessment

# POPULATION

The current estimated population of the Local Retail Trade Area is 26,973.

- The City of Dawsonville has seen the greatest population growth of these geographies, followed by the Local Retail Trade Area.
- The estimated growth rates for all geographies from 2023 to 2028 are lower than the growth rates from previous years with Dawsonville expected to grow over 2% through 2028.

Relative Growth, 2010-2023



Population Growth, 2023-2028

	Dawsonville	Dawson County	LRTA	RRTA
2010 Census	2,860	22,330	19,220	236,716
2020 Census	3,720	26,798	24,796	294,442
2023 Estimate	4,135	29,222	26,973	313,342
2028 Forecast	4,602	31,853	29,576	338,941
Growth Rate 2010-2020	2.7%	1.8%	2.6%	2.2%
Growth Rate 2010-2023	2.9%	2.1%	2.6%	2.2%
Est. Growth Rate 2023-2028	2.2%	1.7%	1.9%	1.6%

Source: KB Advisory based on data from Claritas

A-11

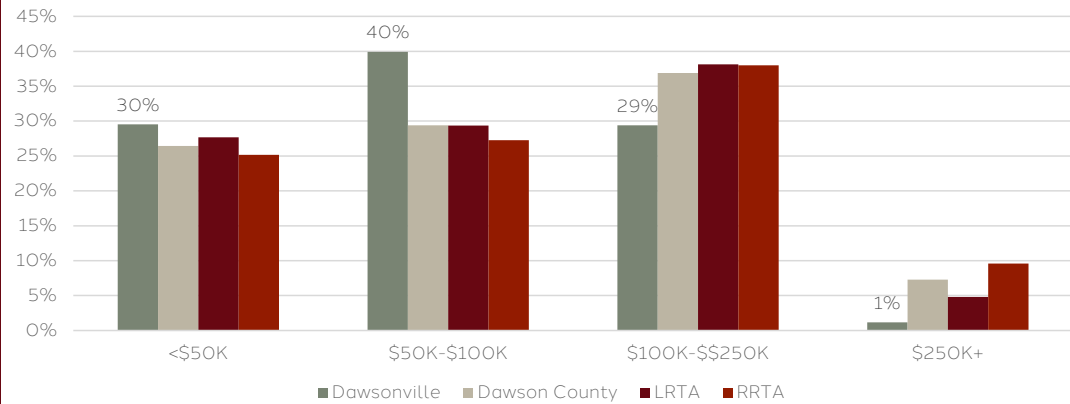
## Demographic Assessment

# HOUSEHOLD INCOME

The median household income in Dawsonville is roughly \$72,334 annually. This is less than that of the county and both trade areas.

- Nearly 10% of households within the RRTA earn more than \$250K, representing an opportunity to attract higher-earning households to future retail destinations Downtown Dawsonville.

Household Income Distribution, 2023



Household Income	Dawsonville	Dawson County	LRTA	RRTA
<35K	19%	15%	18%	16%
\$35K - \$50K	11%	11%	10%	9%
\$50K - \$100K	40%	29%	29%	27%
\$100K - \$250K	29%	37%	38%	38%
\$250K - \$500K	1%	5%	4%	6%
\$500K+	0%	2%	1%	3%

Source: KB Advisory based on data from Claritas

A-12

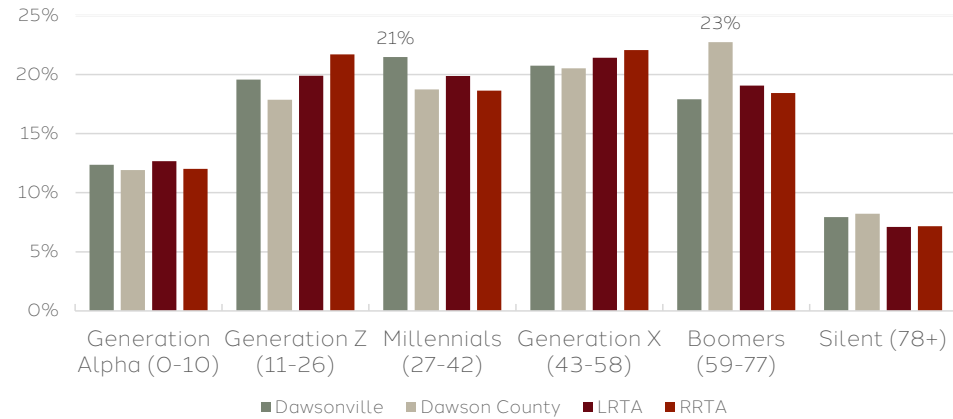
## Demographic Assessment

# AGE COHORTS

The median age of residents in the Dawsonville is about 41 years old, the youngest out of all comparative geographies.

- Considering the share of population by generation, the distribution is generally cohesive throughout the region.
- Dawson County has the largest share of (22%) of seniors contributing to an older median age. Conversely, Dawsonville has the largest share of children under 17 at nearly a quarter of the population.
- While we cannot depend entirely on generational characteristics forecasting behaviors, understanding these difference can help inform market segmentation both in commercial and residential offerings in Downtown Dawsonville.

Est. Population by Age & Generational Cohort 2023



Age & Generational Cohorts, 2023				
	Dawsonville	Dawson County	LRTA	RRTA
Est. Population by Age & Generational Cohort 2023				
Generation Alpha (0-10)	12%	12%	13%	12%
Generation Z (11-26)	20%	18%	20%	22%
Millennials (27-42)	21%	19%	20%	19%
Generation X (43-58)	21%	21%	21%	22%
Boomers (59-77)	18%	23%	19%	18%
Silent (78+)	8%	8%	7%	7%
Children and Senior Population, 2023				
Children (0-17)	24.4%	20%	21.6%	21.5%
Seniors (65+)	18.5%	22%	18.1%	17.6%
Median Age	40.6	44.3	41.2	41.3

Source: KB Advisory based on data from Claritas

A-13

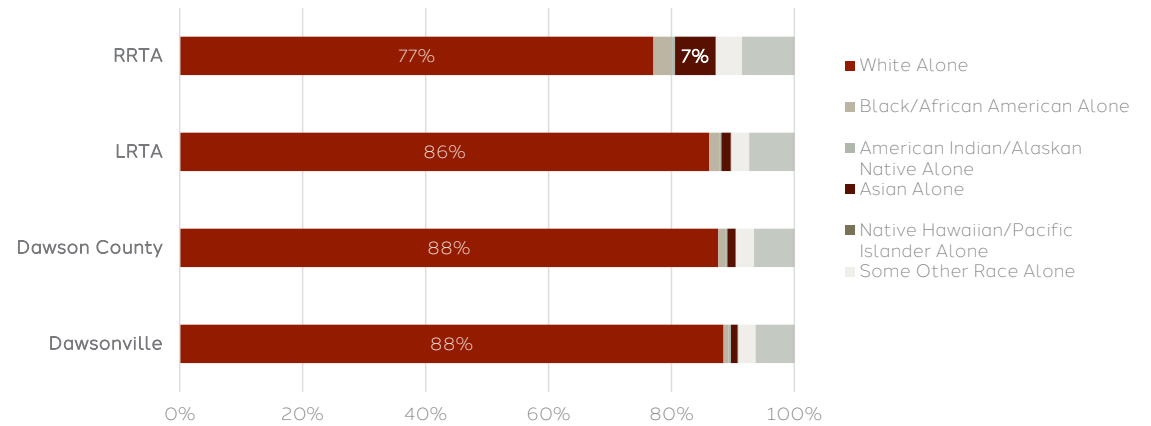
## Demographic Assessment

# RACE AND ETHNICITY

**Over 80% of residents in Dawsonville, Dawson County, and the local trade area identify as White alone, and roughly 10% identify as two or more races.**

- The regional trade area has a larger proportion of Asian residents than in the city, count, or local trade area overall.

2023 Est. Population by Race by Single-Classification Race



2023 Est. Population by Race	Dawsonville	Dawson County	LRTA	RRTA
White Alone	88%	88%	86%	77%
Black/African American Alone	1%	1%	2%	3%
American Indian/Alaskan Native Alone	0%	0%	0%	0%
Asian Alone	1%	1%	1%	7%
Native Hawaiian/Pacific Islander Alone	0%	0%	0%	0%
Some Other Race Alone	3%	3%	3%	4%
Two or More Races	6%	7%	7%	9%

Source: KB Advisory based on data from Claritas

A-14



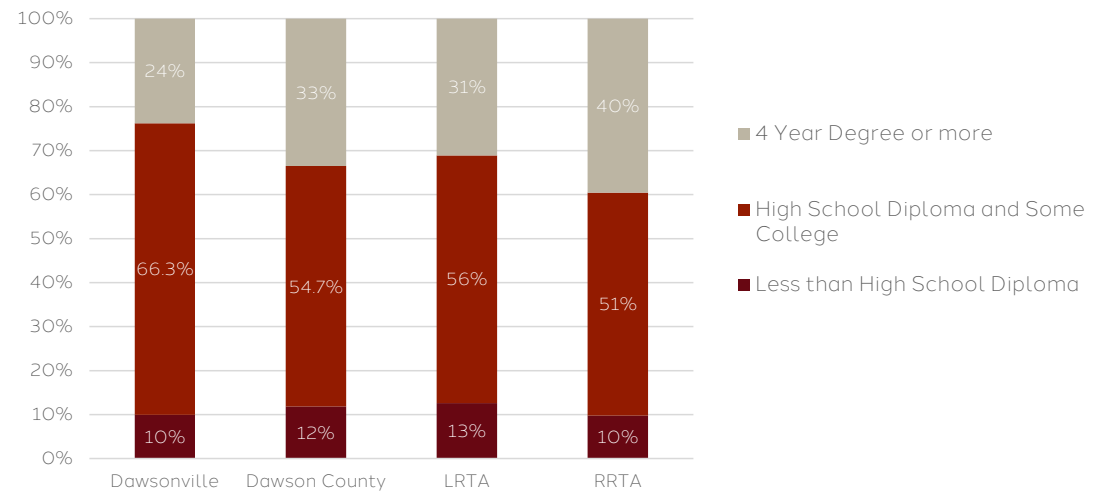
## Demographic Assessment

# EDUCATIONAL ATTAINMENT

More than 90% of Dawsonville residents aged over 25 have a high school diploma or more, in terms of educational attainment.

- Dawsonville lags slightly behind the county and especially the regional area in terms of advanced degrees educational attainment. 40% of residents within the regional trade area have a college degree or more, compared to about 24% in the City of Dawsonville.

2023 Est. Pop Age 25+ by Educational Attainment



Source: KB Advisory based on data from Claritas

A-15

## Demographic Assessment

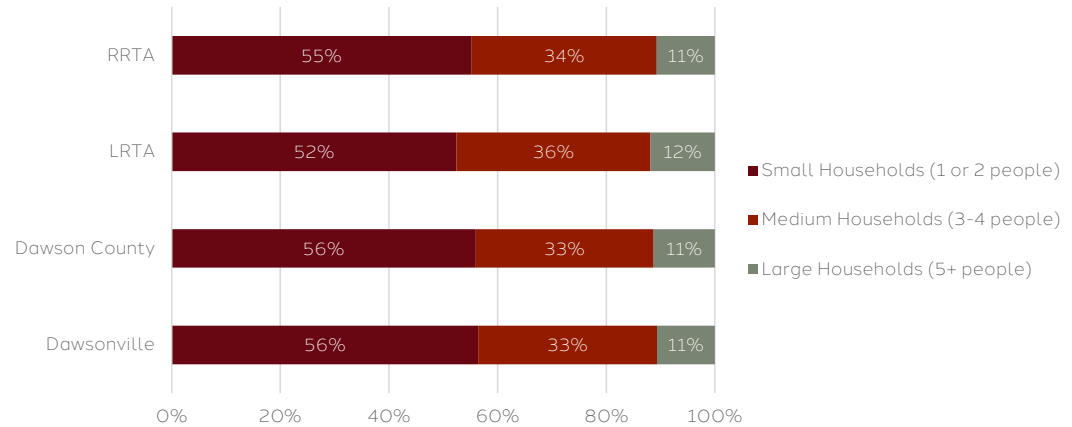
# HOUSEHOLD SIZE

Households in Dawsonville and the region tend to be small, with over half being 2 people or less.

Additionally, most households in Dawsonville (66%) do not have children present, and almost a third are non-family households (likely unrelated roommates).

- Generally, household type and size is consistent at all geographies with slight differences in the presence of children.

Share of Households by Size



Household Characteristics	Dawsonville	Dawson County	LRTA	RRTA
Small Households (1 or 2 people)	56%	56%	52%	55%
Medium Households (3-4 people)	33%	33%	36%	34%
Large Households (5+ people)	11%	11%	12%	11%
Households with Children	34%	33%	37%	39%
Households without Children	66%	67%	63%	61%
Non-Family Households	28%	24%	24%	23%

Source: KB Advisory based on data from Claritas

A-16

# LOCAL *&* REGIONAL ECONOMIC ASSESSMENT

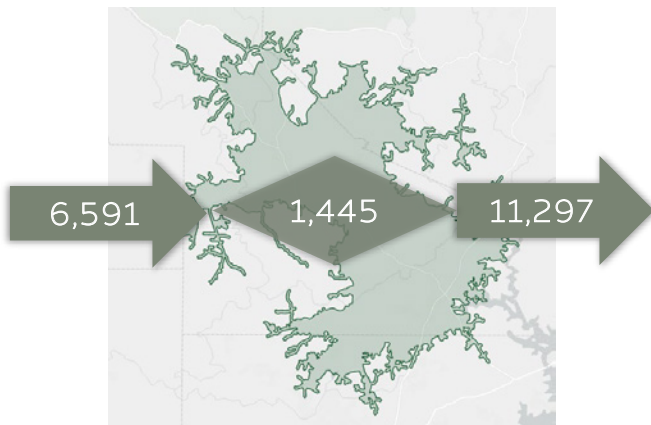
A-17

# EMPLOYMENT & WORKFORCE

## Employment Estimate by Sector: LRTA

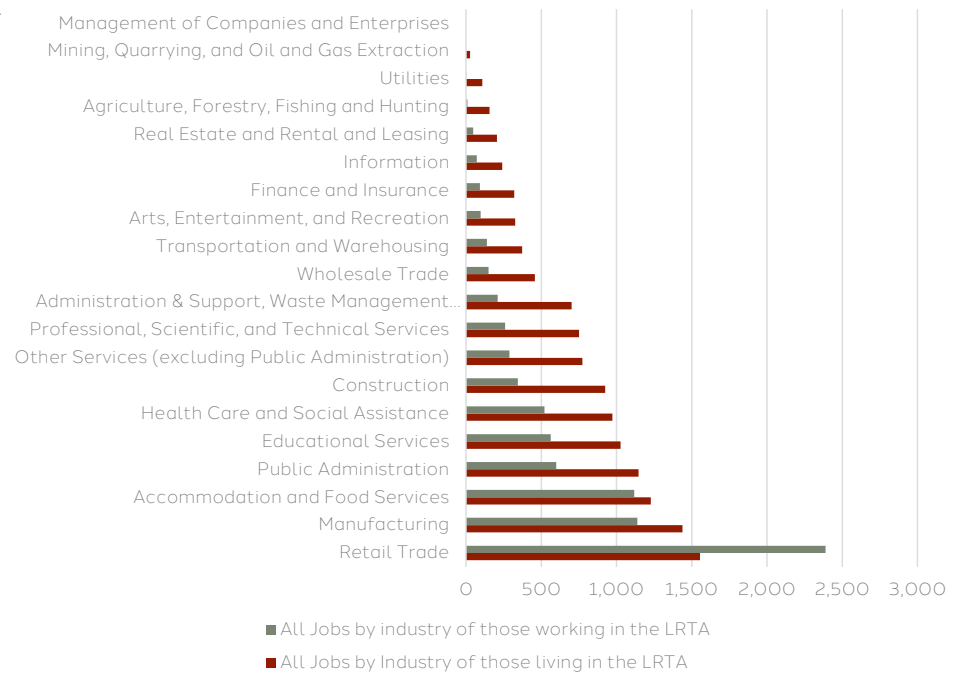
More workers commute out of the Local Retail Trade Area than commute in, and just 1,445 both work and live within the area.

Retail represents the largest industry of those employed in or living within the LRTA, though retail trade represents a significantly larger proportion of jobs (30%) than there are residents employed in retail (12%).



Source: KB Advisory based on data from Census, 2020

## Total Jobs by Industry by Home and Work Location, LRTA, 2020



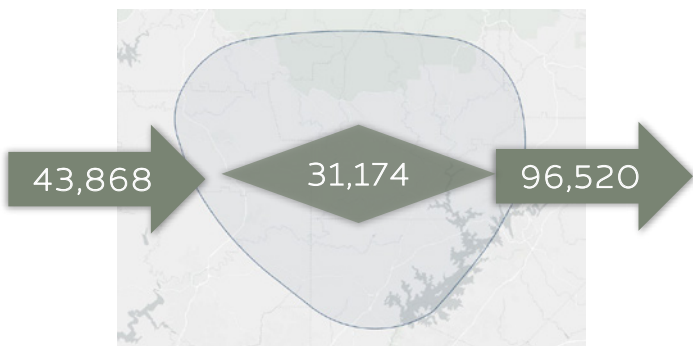
A-18

# EMPLOYMENT & WORKFORCE

## Employment Estimate by Sector: RRTA

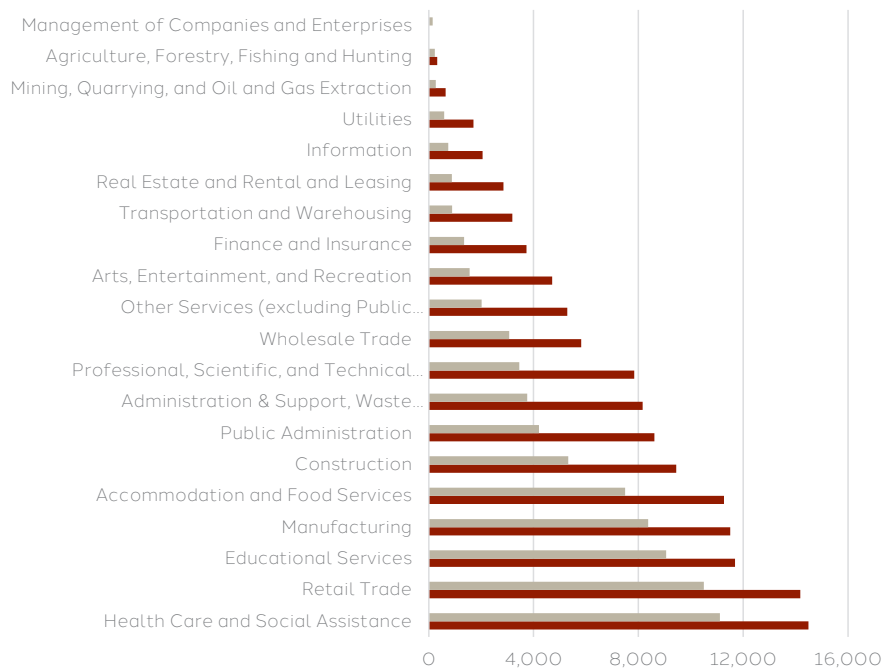
Nearly twice as many workers commute out of the region for work than commute into the RRTA. In comparison to the local trade area, Health Care in the leading employment industry with retail trailing closely behind.

At the regional level, Educational Services also represents a larger employment industry, slightly exceeding Manufacturing.



Source: KB Advisory based on data from Census, 2020

### Total Jobs by Industry by Home and Work Location, RRTA, 2020



A-19

# EMPLOYMENT & WORKFORCE

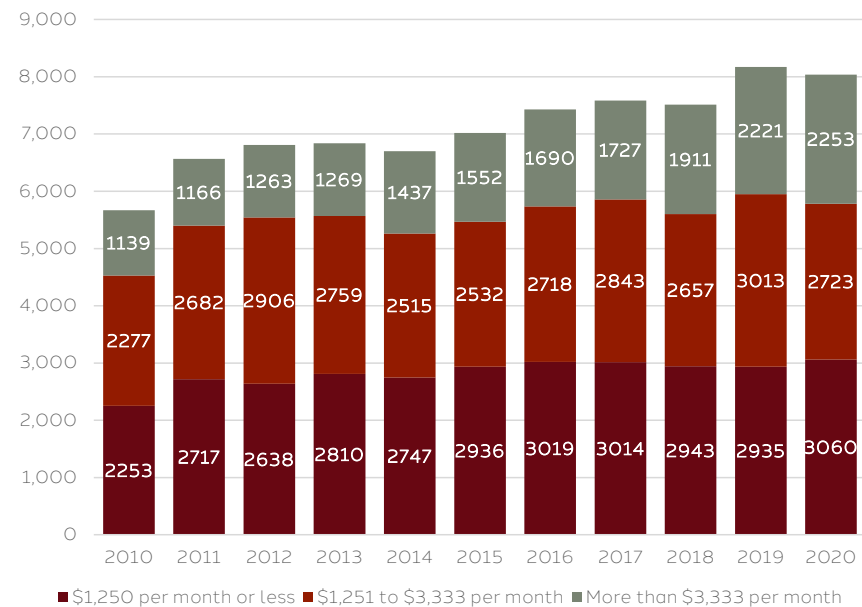
## Employment Estimate by Income

From 2010 to 2020, 2,300 jobs were added within the local trade area, averaging over 200 new jobs per year.

Proportionally, jobs which paid less than \$1,250 per month have dipped only slightly from 40% of all jobs in 2010 to just 38% of jobs in 2020. At the same time, higher paying jobs, more than \$3,333, increased from 20% in 2010 to 28% in 2020.



Jobs by Earnings, LRTA, 2020



Source: KB Advisory based on data from Census (2020), Claritas

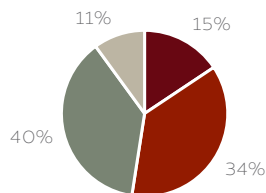
# EMPLOYMENT & WORKFORCE

## Dawsonville Commuting Patterns

Among the working residents of Dawsonville, there are a variety of commuting destinations along GA-400.

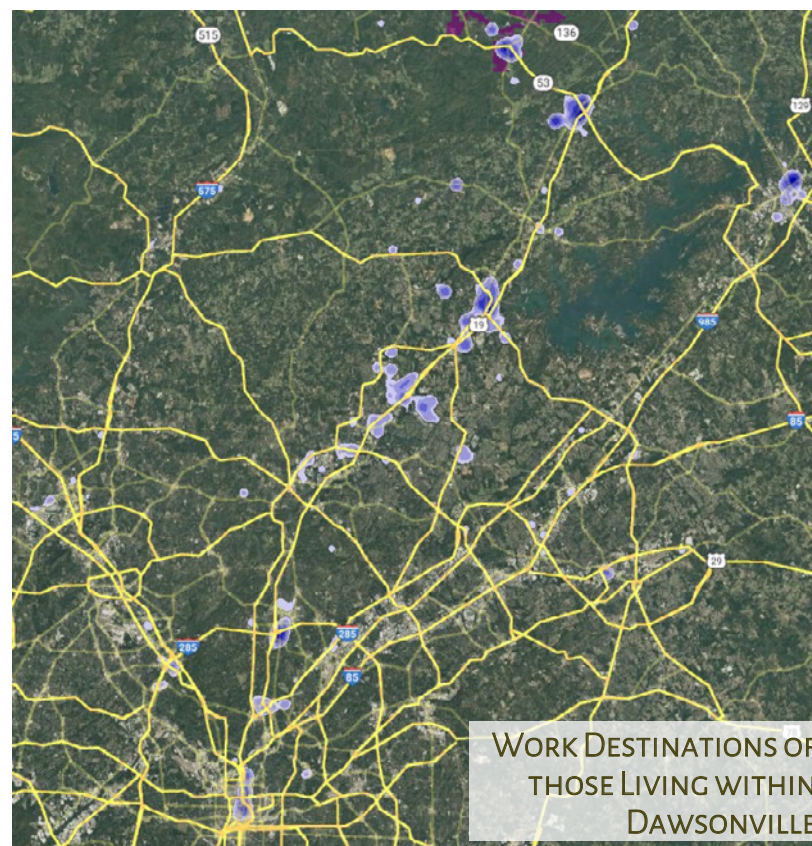
- A fifth, the largest share, of working Dawsonville residents commute to Forsyth County, mainly within Cumming South Forsyth along GA-400.
- Another 18% work in Fulton County primarily in Downtown Atlanta, Buckhead, and Perimeter.
- Nearly 13% work within Dawson County, either Downtown or surrounding the North Georgia Premium Outlets.
- The remainder are working in Gainesville and various core throughout the northern Atlanta MSA.

Commuting Distance of those Living within Dawsonville



■ Less than 10 miles ■ 10 to 24 miles ■ 25 to 50 miles ■ Greater than 50 miles

Source: KB Advisory based on data from Census OntheMap



A-21

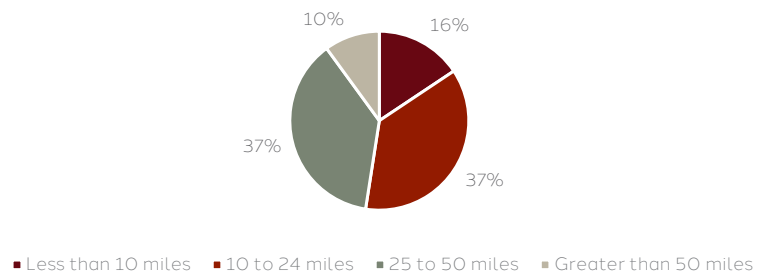
# EMPLOYMENT & WORKFORCE

## LRTA Commuting Patterns

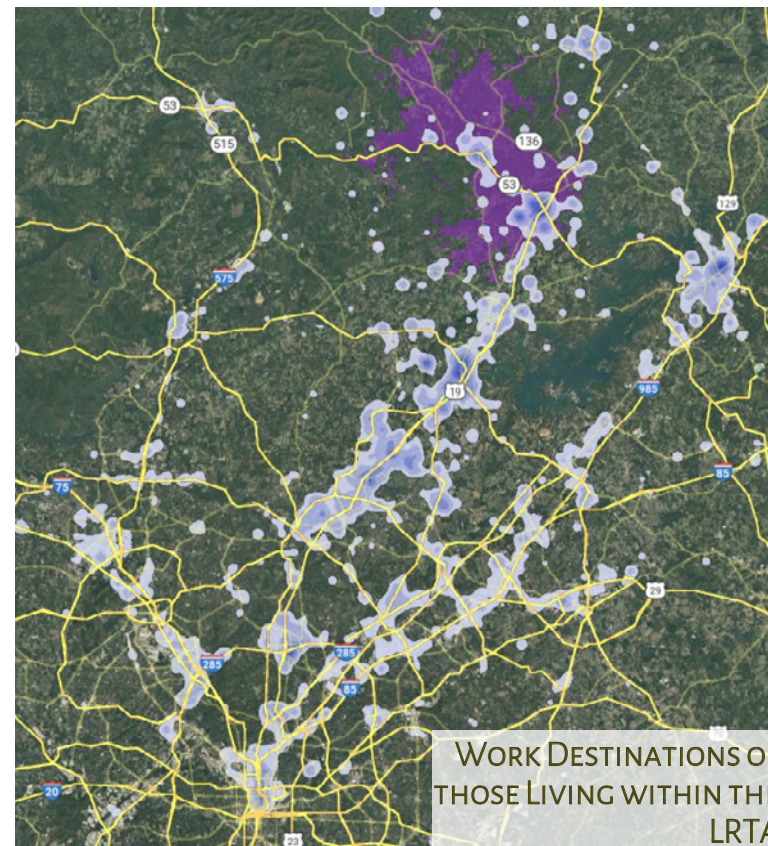
The commuting patterns of LRTA residents generally mimics those of Dawsonville residents.

- As with Dawsonville residents, a fifth of residents work within Forsyth County more broadly along GA-400. Additionally, 18% work within Fulton County with a larger share than Dawsonville working within Alpharetta/North Fulton area.
- Gwinnett and Dawson County are each work destinations for 10% of residents of the LRTA.

Commuting Distance of those Living within the LRTA



Source: KB Advisory based on data from Census OntheMap



A-22



## Demographic Assessment

# RESIDENT SPENDING: DAWSONVILLE

The total amount of retail supply in Dawsonville exceeds local area demand by over one and a half times.

- Overall, Dawsonville's largest retail surplus (where supply exceeds local demand) is in furniture and home furnishing stores. It's largest retail leakage (where there is unmet local demand) is in food service and drinking places.

### Dawsonville

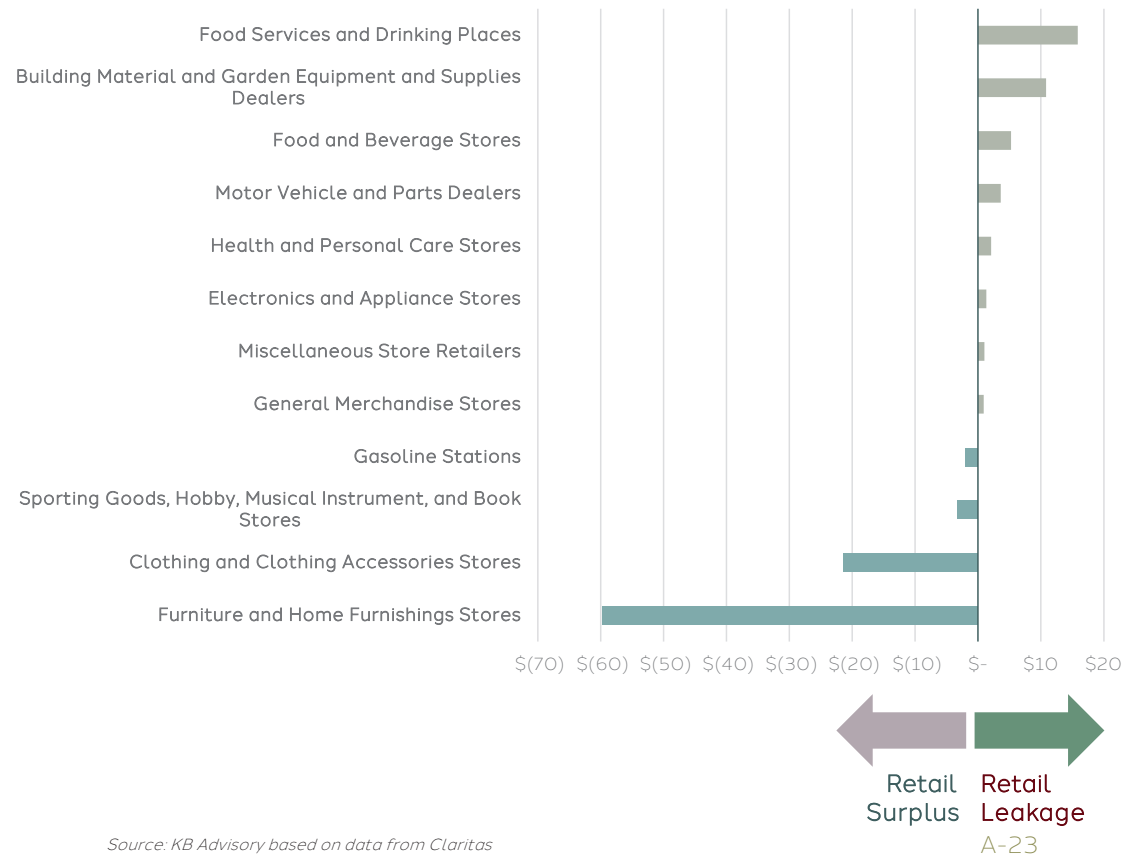
Annual Retail Spending (demand):

**\$75,288,986**

Annual Retail Sales (supply):

**\$119,597,508**

## Dawsonville Retail Gap Analysis 2023 est. (\$ millions)



## Demographic Assessment

# RESIDENT SPENDING: LRTA

The LRTA has a retail surplus in most major retail categories.

- The largest retail surpluses (where supply exceeds local demand) are in clothing-related stores as well as in food and beverage (such as a grocery or specialty food store). It's largest retail leakage (where there is unmet local demand) is in auto-related retail.

### LRTA

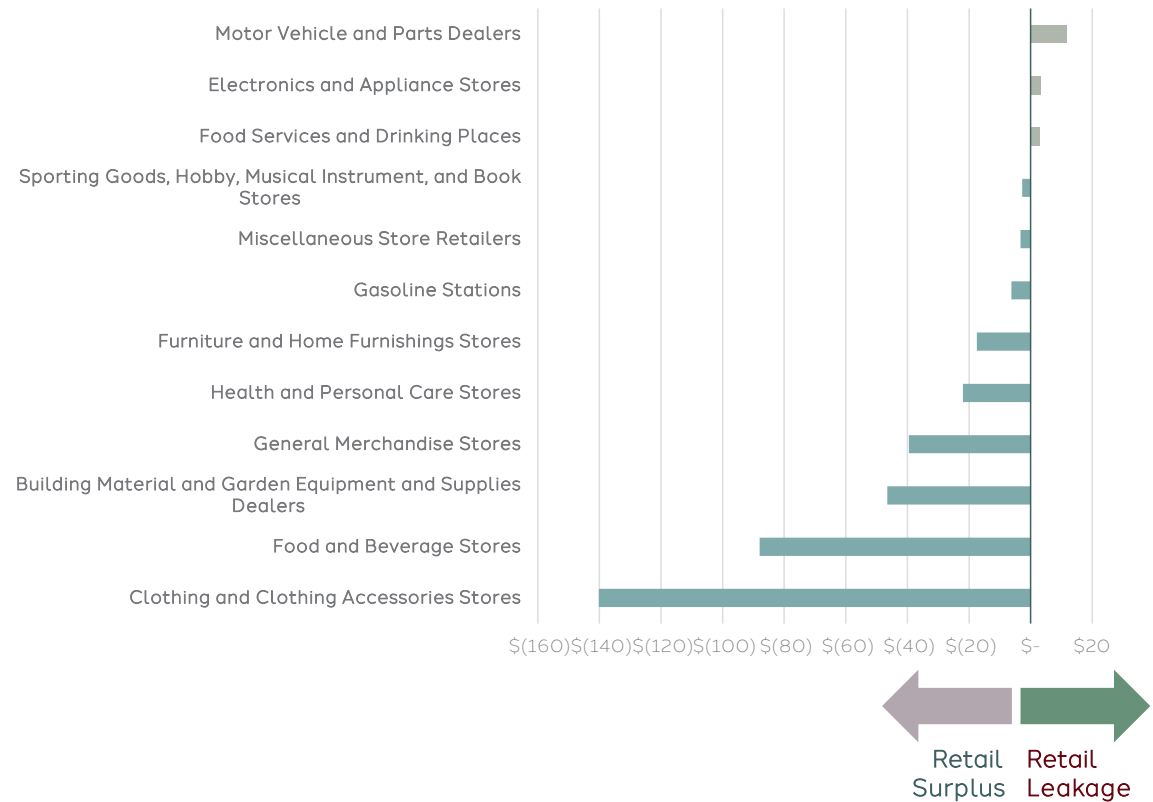
Annual Retail Spending (demand):

**\$539,857,969**

Annual Retail Sales (supply):

**\$825,724,084**

## LRTA Retail Gap Analysis 2023 est. (\$ millions)



Source: KB Advisory based on data from Claritas

A-24

## Demographic Assessment

# RESIDENT SPENDING: RRTA

Unlike Dawsonville and the LRTA, the RRTA has an overall retail opportunity gap.

- The only major retail categories where there is a retail surplus (where supply exceeds local demand) is in food and beverage stores (such as a grocery or specialty food store) and in recreational/hobby retailers.

### RRTA

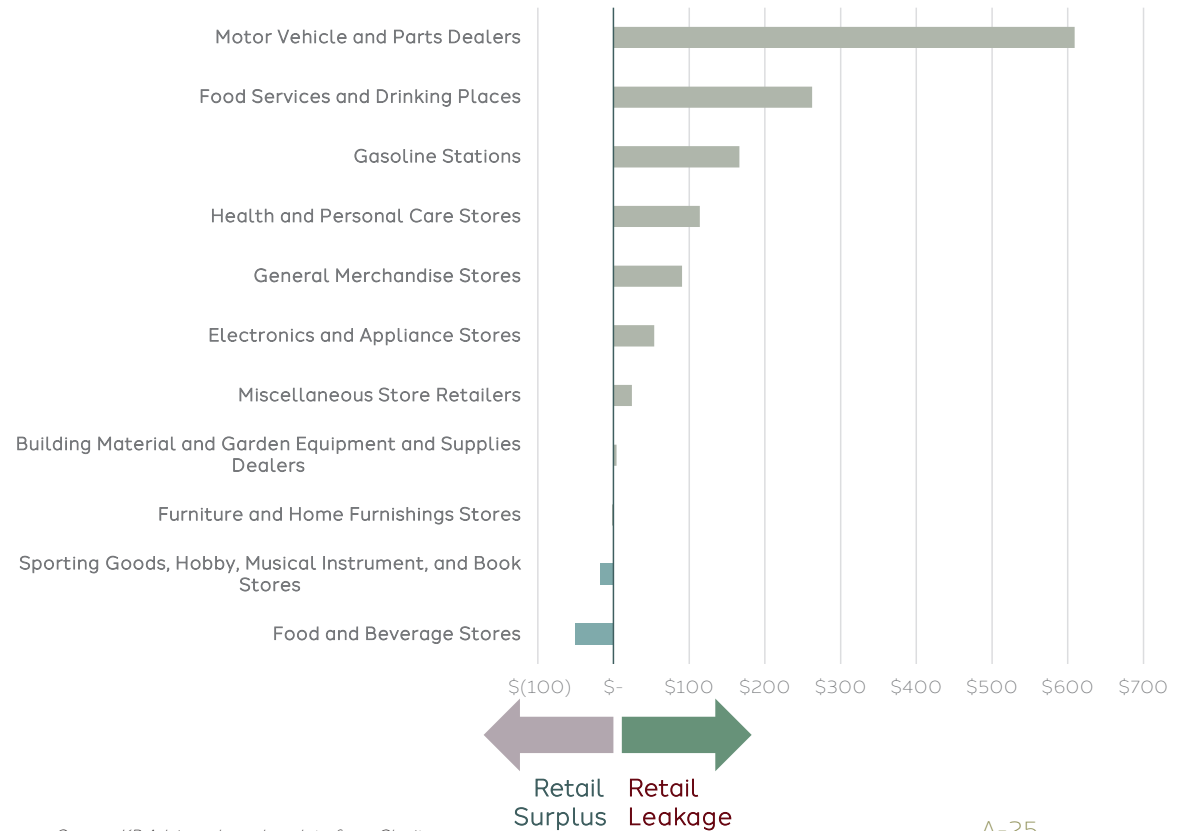
Annual Retail Spending (demand):

**\$6,880,575,738**

Annual Retail Sales (supply):

**\$5,050,164,191**

## RRTA Retail Gap Analysis 2023 est. (\$ millions)



A-25

# REAL ESTATE ASSESSMENT: RESIDENTIAL

A-26

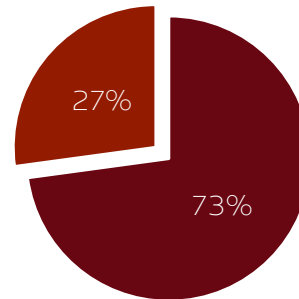
Real Estate Assessment

# HOUSEHOLD TENURE PREFERENCES

Both Dawsonville and Dawson County homes are majority owner-occupied.

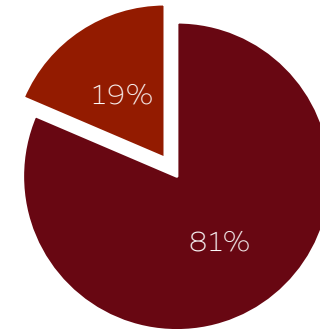
- Owner households represent a higher share within the city, though only by 8%.

Dawsonville Housing Tenure



■ Percent Owner-Occupied

Dawson County Housing Tenure



■ Percent Renter-Occupied

2023 Estimated Housing Tenure, Value, & Age

	Dawsonville	Dawson County
Owner-Occupied	1,135	9,179
Renter-Occupied	423	2,093
Percent Owner-Occupied	73%	81%
Percent Renter-Occupied	27%	19%
Median Age of Housing (Years)	22	25

Source: KB Advisory based on data from Claritas

# REAL ESTATE ASSESSMENT: RESIDENTIAL

## Housing Inventory

Single-family detached homes comprise 80% of the city's current housing inventory. By share of housing type, small multifamily and townhomes represents the second largest housing type within the city at 10%.

Large multifamily represent the remaining housing stock at 6%.

There is an opportunity to expand housing options, particularly for attached housing types necessary to attract and support new retail and create a connected, walkable Downtown area.

## Dawsonville Housing Inventory

Type of Housing	Units	Share by Housing Type
1 Unit Detached (SF)	1,313	80%
1 Unit Attached (TH)	83	5%
Small Multi-Family (2-4 Units/Bldg.)	84	5%
Lg Multi-Family (5+ Units/Bldg.)	96	6%
Trailer, RV & Boat	61	4%
	1,637	

Source: KB Advisory based on data from Claritas

# REAL ESTATE ASSESSMENT: RESIDENTIAL

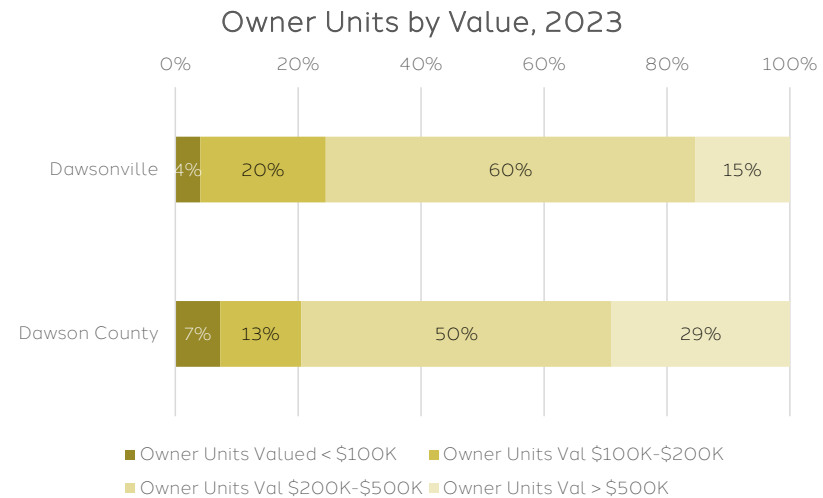
## Home Value – Owner Occupied

Home values within the City are 23% lower than those of the County overall.

- Considering only the value of owner-occupied homes, the share of homes within Dawson County values over \$500,000 is nearly 30% compared to 15% within the City of Dawsonville.
- The majority of owner-occupied homes are valued between \$200,000 to \$500,000.

**\$275,078**  
Dawsonville

**\$338,147**  
Dawson County



Source: KB Advisory based on data from Claritas

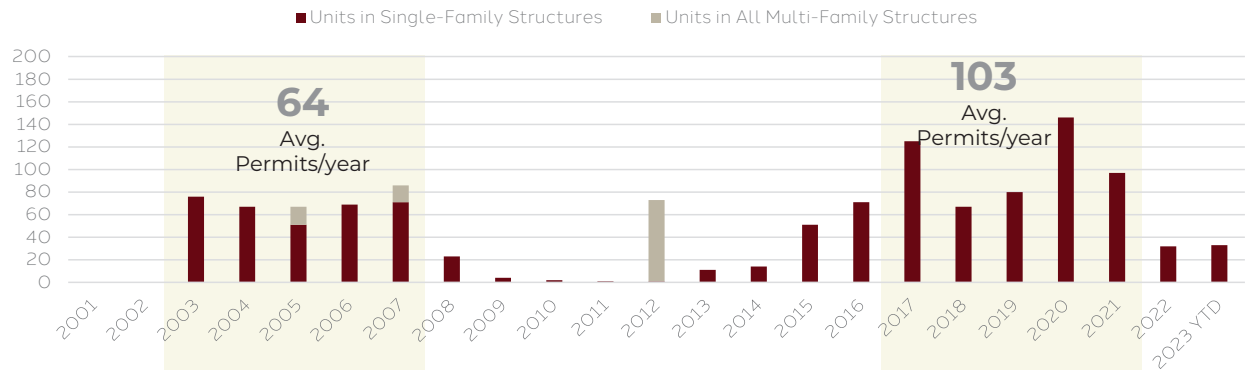
# REAL ESTATE ASSESSMENT: RESIDENTIAL

## Building Permits

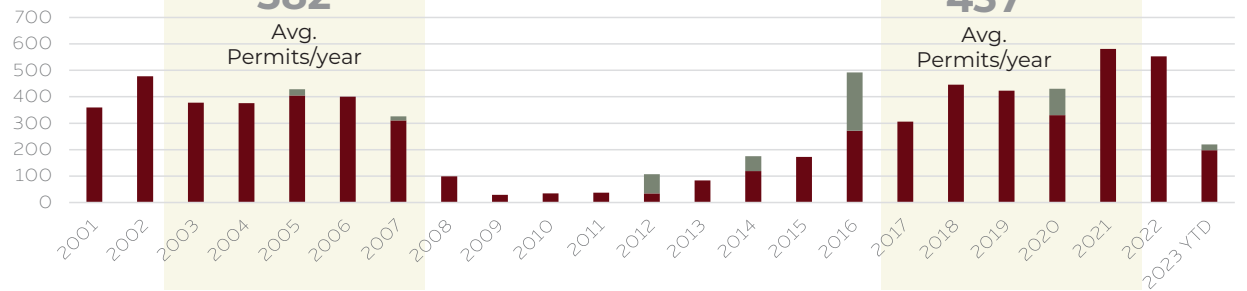
The number of residential building permits issued in Dawsonville hit a twenty-year peak in 2020 at 146 units, all of which were within single-family structures.

- Dawson County reached a similar peak in 2021 at 581 permits.
- Total permits issued after the Great Recession in 2008 dropped severely in both the city and county, but recovery began in 2012.
- Compared to before 2008, issued permits increased 41% when comparing 2003-2007 and 2017-2021. At the county level, this increase was 15%.

Dawsonville Residential Building Permits by Type, 2001-2023 YTD



Dawson County Residential Building Permits by type, 2001-2023 YTD



Source: KB Advisory based on data from HUD

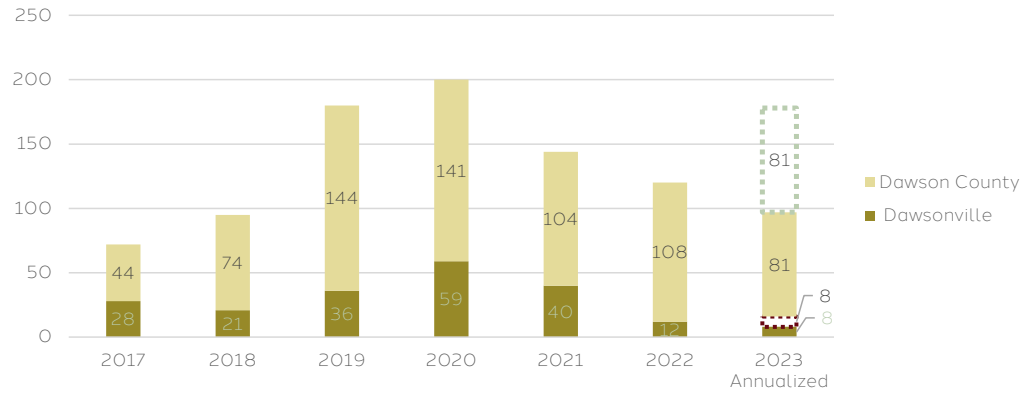


# CITY & COUNTY NEW HOME SALES

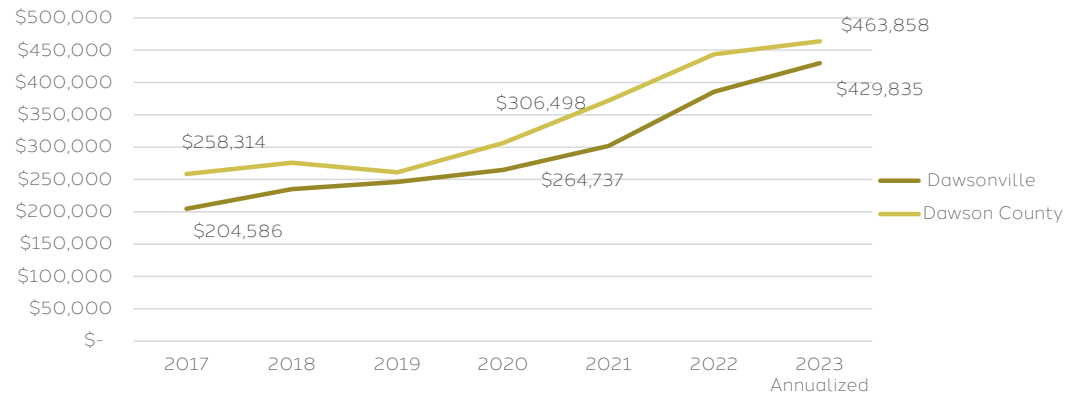
New home sales in Dawsonville and the county peaked in 2020, and sales within the city represented a 42% share of the county. Since 2017, the city has averaged 29 new homes sales annually compared to 100 new homes within the County. Dawsonville has historically captured a third of the counties new, for-sale homes.

- Since 2017, no new attached homes have been sold within the city. Since 2021, 41 new townhome sales have occurred in the county.
- The sales price of all homes in Dawson County has steadily increased since 2017 with the County sales demonstrating an 80% increase compared to a 110% increase within the City of Dawsonville.
- Of note, annualized 2023 data represent estimates based on data through June 2023 and may not reflect current trends.

Dawsonville and Dawson County New Home Sales



Dawsonville and Dawson County New Home Sales



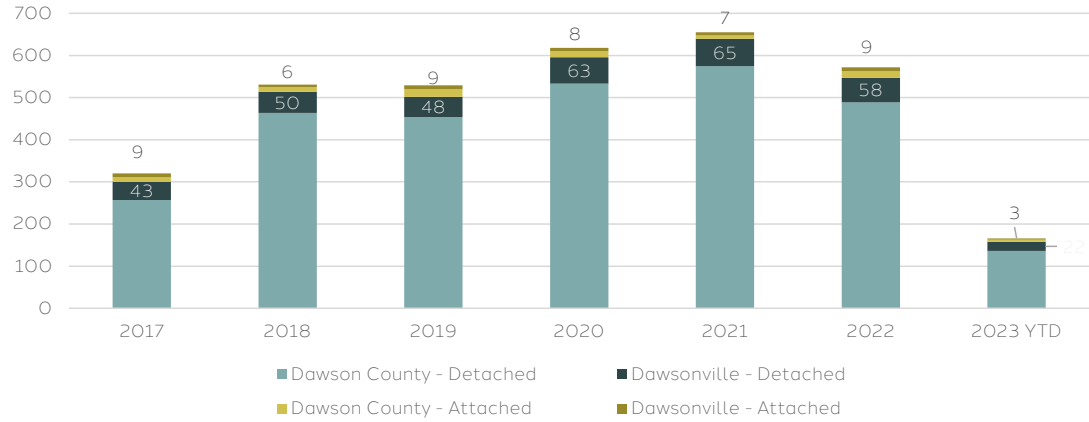
Source: KB Advisory Group, based on data from smartRE.

# CITY & COUNTY RESALE HOME SALES

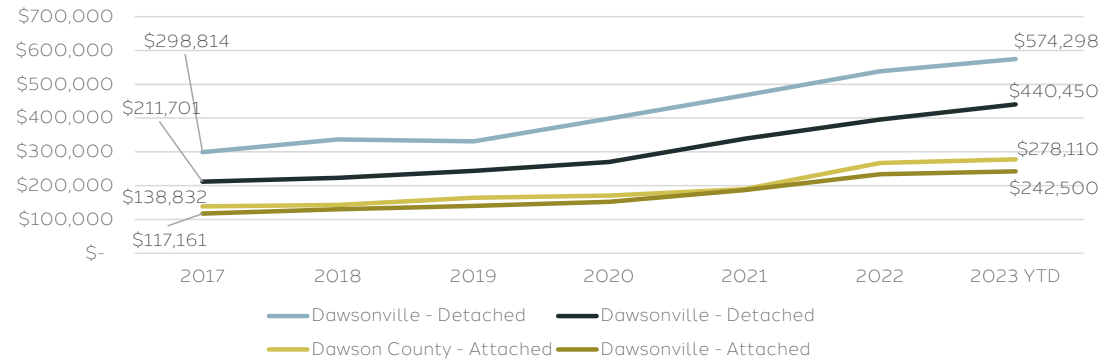
Resale homes within the city comprised an average of 14% of all resales within the county since 2017 with most sales being detached homes.

- Since 2017, the average price of resale homes increased 113% within the city compared to 93% within the County.

Dawsonville and Dawson County Resale Homes



Dawsonville and Dawson County Resale Homes



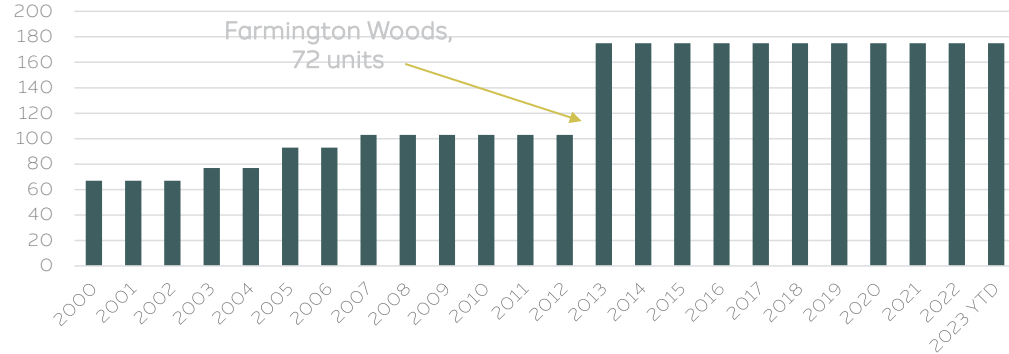
Source: KB Advisory Group, based on data from smartRE.

# APARTMENT MARKET PRICING AND VACANCY TRENDS

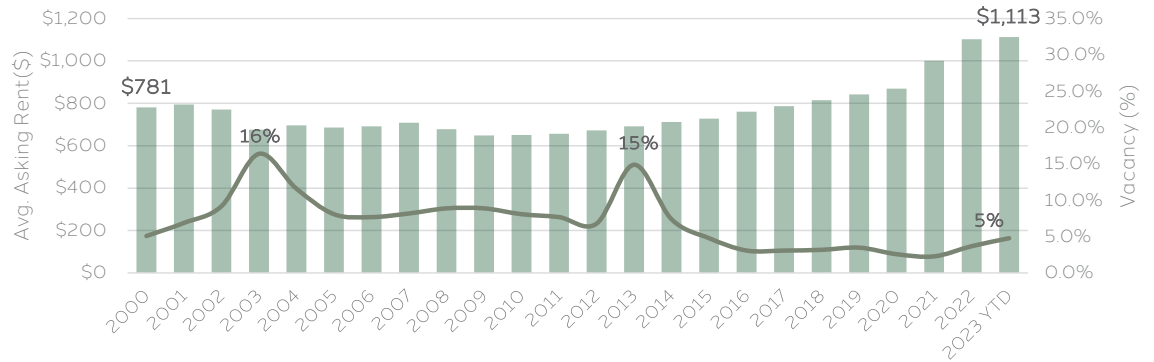
Total apartment inventory in Dawsonville has been stagnant at 175 since 2013.

- Spikes in vacancy occurred following the delivery of Farmington Woods, but quickly returned to a healthy 5% by 2015.
- Similar to home sale prices, rents began to increase more rapidly after 2020. Low vacancy and limited new rental supply contributed to an annual rent growth of 15% and 10% in 2021 and 2022.
- Since 2017, rents grew 40%.

Dawsonville Rental, Multifamily Inventory



Dawsonville Rent and Vacancy



Source: KB Advisory Group, based on data from CoStar.

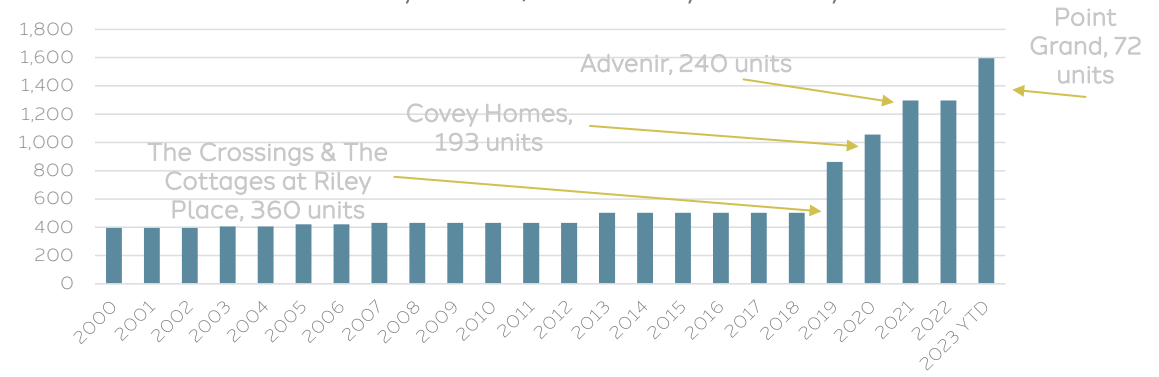
Real Estate Assessment: Residential

# APARTMENT MARKET PRICING AND VACANCY TRENDS

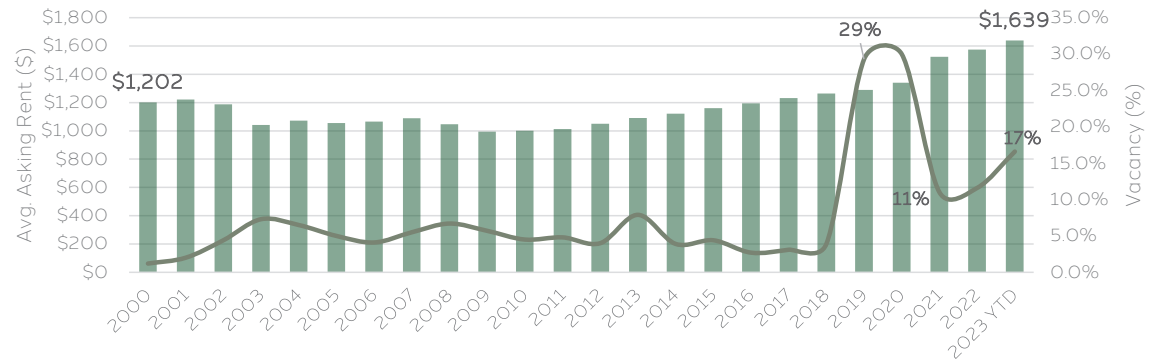
Total apartment inventory within Dawson County has been steadily increasing since 2017, add an annual average of 270 new units/year.

- Vacancy has mirrored new deliveries, with healthy absorption within the market along with
- Since 2019, annual rent growth averaged 5.4% with rents growing 33% since 2017.
- New deliveries in 2023 prompted another uptick in vacancy. Historically, Dawson County averaged 4.6% vacancy ahead of a surge of deliveries.

Dawson County Rental, Multifamily Inventory



Dawson County Rent and Vacancy



Source: KB Advisory Group, based on data from CoStar.

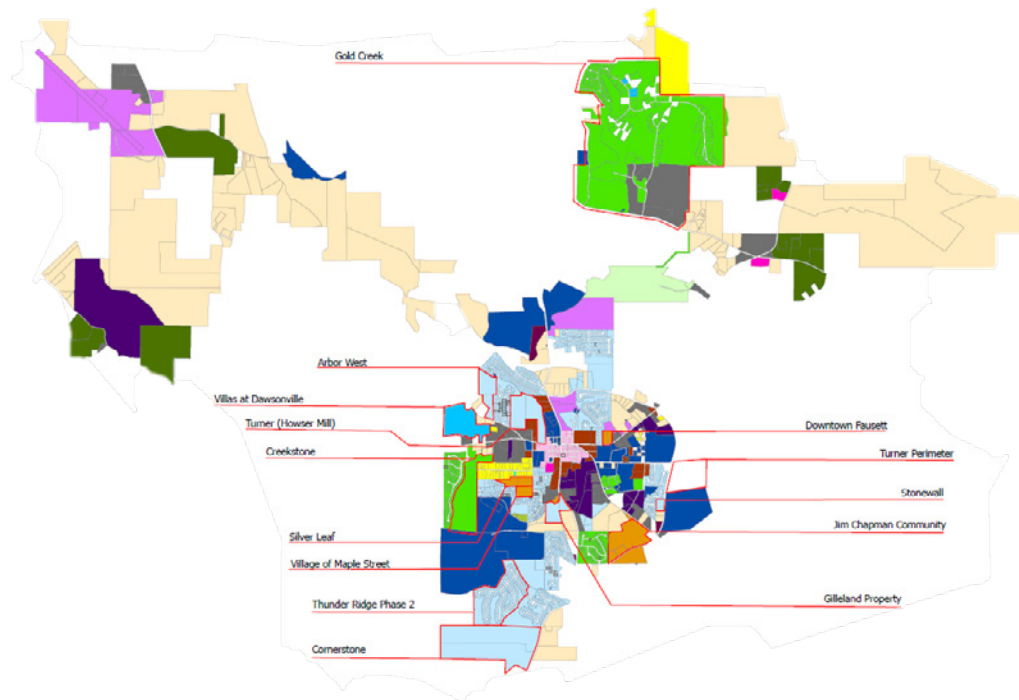
A-34

Real Estate Assessment: Residential

# CITY OF DAWSONVILLE RESIDENTIAL PIPELINE

Within the City, there are 1,541 proposed residential lots.

- 8% of the total residential pipeline has been permitted.
- 3% of the total pipeline is under construction.
- 14% of the total pipeline is platted.
- The current lending market coupled with persistently elevated construction and labor costs make it unlikely that the current pipeline would be delivered within ten years.



	Total Lots	Permitted	Under Construction	Platted
<b>Total</b>	<b>1,541</b>			
<b>Total by Stage</b>		123	43	213

Source: KB Advisory Group, based on data from CoStar & City of Dawsonville.

A-35

# REAL ESTATE ASSESSMENT: COMMERCIAL

A-36

# REAL ESTATE ASSESSMENT: COMMERCIAL

## Real Estate Inventory Comparative Overview

Retail within the Downtown Development Authority (DDA) area follows similar trends to retail in the region at large.

- Retail vacancy rates within the DDA area are relatively lower and average rent/sf are marginally higher than the region.
- On a square foot basis, retail space within the DDA boundary represents only 8% of retail in the Local Retail trade Area.
- Hospitality occupancy, on the other hand, is higher than the regional average however the average daily room rate within the DDA area is half the regional average.

	DDA	LRTA	RRTA
<b>Multifamily</b>			
Existing Buildings	7	20	101
Existing Units	63	1,596	6,469
Vacancy %	6%	11%	9%
Avg. Asking Rent/Unit	-	\$1,463	\$1,355
<b>Retail</b>			
Existing Buildings	39	234	1,254
Existing SF	268,387	3,207,190	13,793,896
Vacancy %	1%	2%	2%
Avg. Rent / SF	\$18.86	\$20.21	\$18.78
<b>Hospitality</b>			
Existing Buildings	1	6	40
Existing Rooms	18	485	2,152
Occupancy %	67%	62%	62%
Avg. Daily Room Rate (ADR)	\$65	\$128	\$135

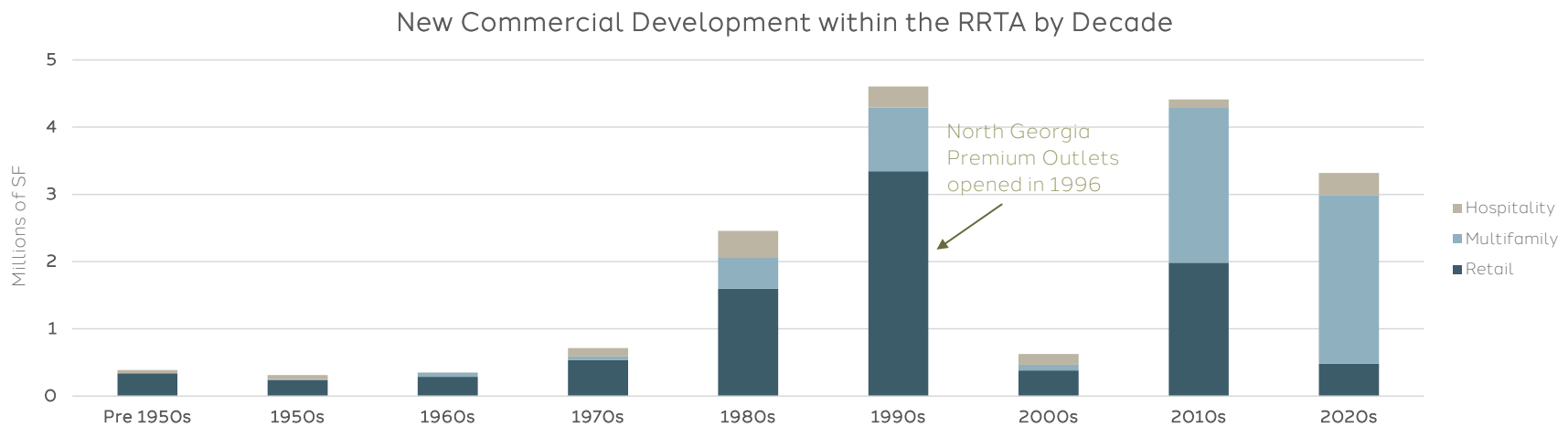
Source: KB Advisory based on data from CoStar

# REAL ESTATE ASSESSMENT: COMMERCIAL

## Retail Inventory

Over the past two decades, multifamily has dominated new commercial square footage deliveries in the region.

- Inclusive of the current pipeline, over 60% of new commercial real estate square footage has been dedicated to multifamily.
- Despite representing 50% of the region's delivery of new multifamily square footage in the 2000s, the DDA area has had little to no new deliveries since then.



Source: KB Advisory based on data from CoStar

A-38



# REAL ESTATE ASSESSMENT: COMMERCIAL

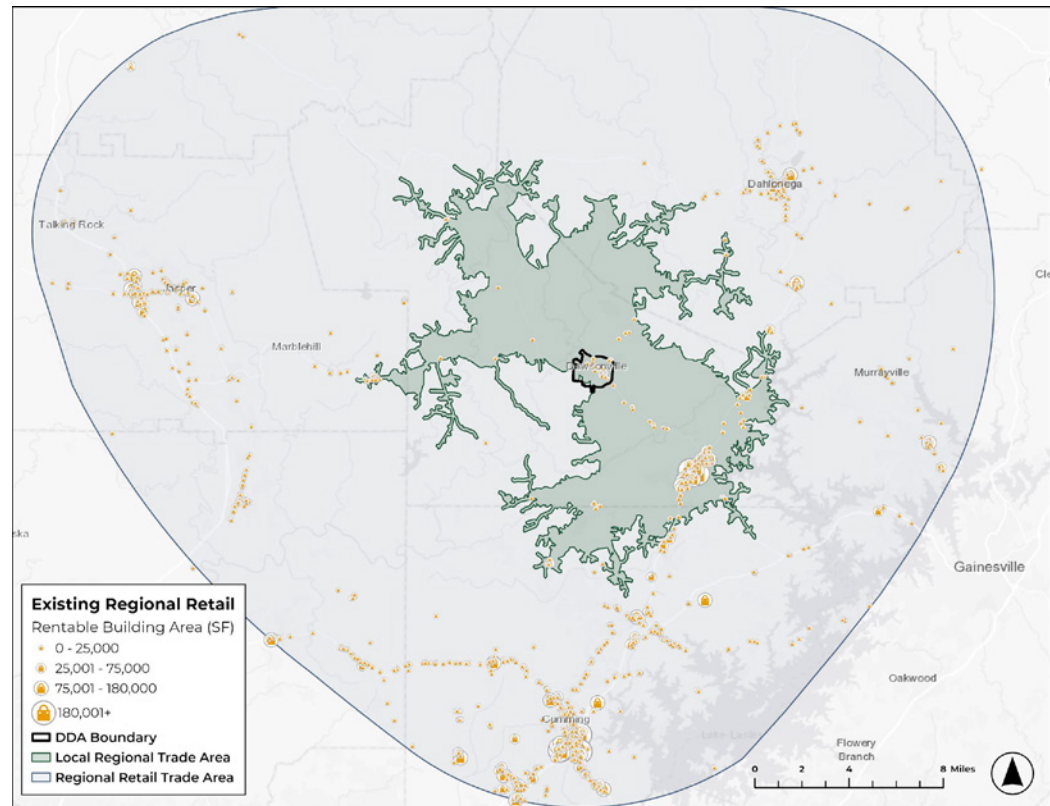
## Retail Inventory

Almost half of the commercial inventory within the region is dedicated to retail space.

- The existing retail inventory is clustered along major transportation routes
- The highest concentration and more varied retail exists around the intersection of Interstate 400 and Highway 20 south of Cumming and the North Georgia Premium Outlets.
- The existing retail inventory within the DDA tends to be smaller and stay along Highway 53.

Retail	DDA	LRTA	RRTA
Existing Buildings	39	234	1,254
Existing SF	268,387	3,207,190	13,793,896
Vacancy %	1%	2%	2%
Avg. Rent / SF	\$18.86	\$20.21	\$18.78

Source: KB Advisory based on data from CoStar



A-39

# REAL ESTATE ASSESSMENT: COMMERCIAL

## Retail Performance

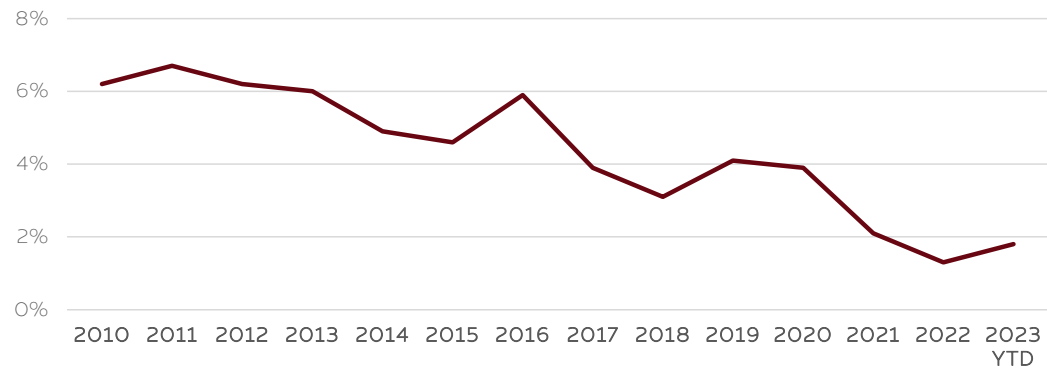
Despite less consistent historical retail vacancies within the region, retail rents have seen a gradual increase since 2010.

- Although there have been fluctuations since 2010, the average regional retail vacancy has been declining.
- Over this same time period, the average region retail rent has grown by over a third.
- This combination highlights a resilient retail market.

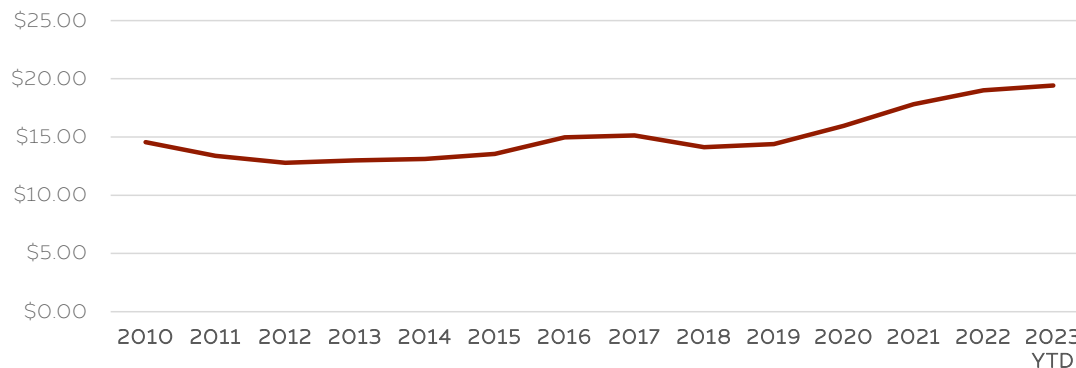
*\*2023 YTD is through August 2023*

*Source: KB Advisory based on data from CoStar*

Average Regional Retail Vacancy, 2010-2023



Average Regional Retail Rent per Square Foot, 2010-2023



# REAL ESTATE ASSESSMENT: COMMERCIAL

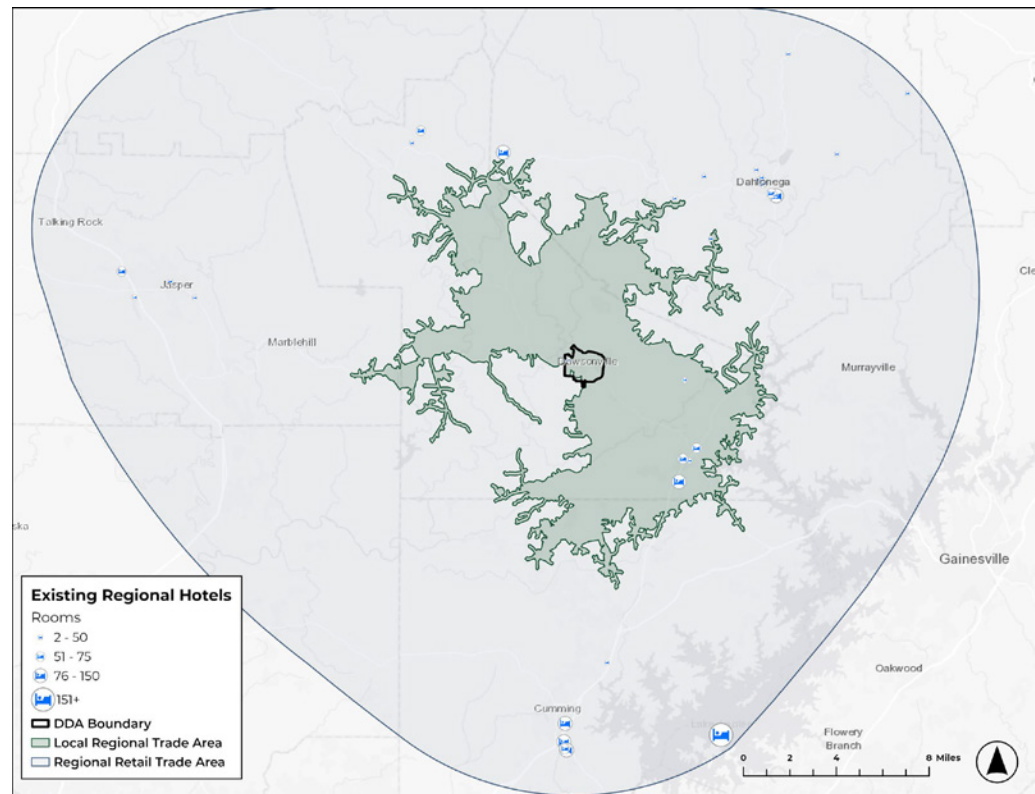
## Hotel Inventory

Less than 5% of the current commercial inventory is dedicated to hospitality space.

- The majority of hotels within the region have 150 rooms or less.
- Similar to existing retail, the larger hotels are concentrated south of Cumming and near the North Georgia Premium Outlets.

Retail	DDA	LRTA	RRTA
Existing Buildings	1	6	40
Existing Rooms	18	485	2,152
Occupancy %	67%	62%	62%
Average Daily Room Rate (ADR)	\$65	\$128	\$135

Source: KB Advisory based on data from CoStar



A-41

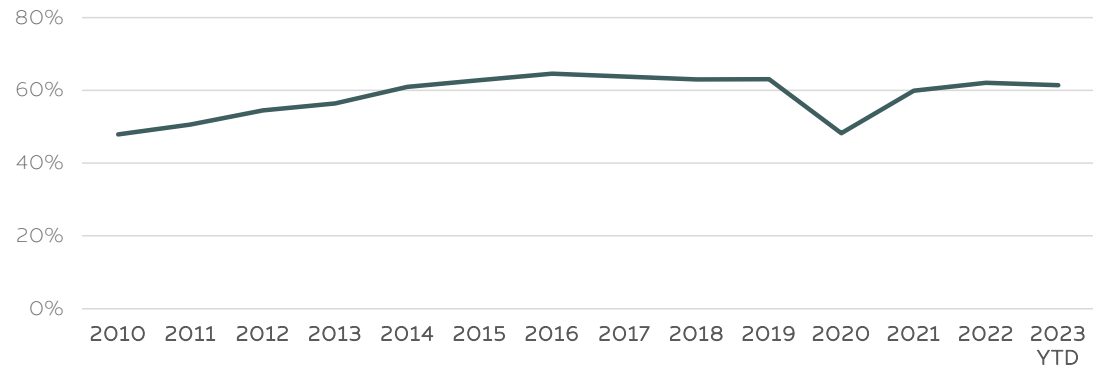
# REAL ESTATE ASSESSMENT: COMMERCIAL

## Hotel Performance

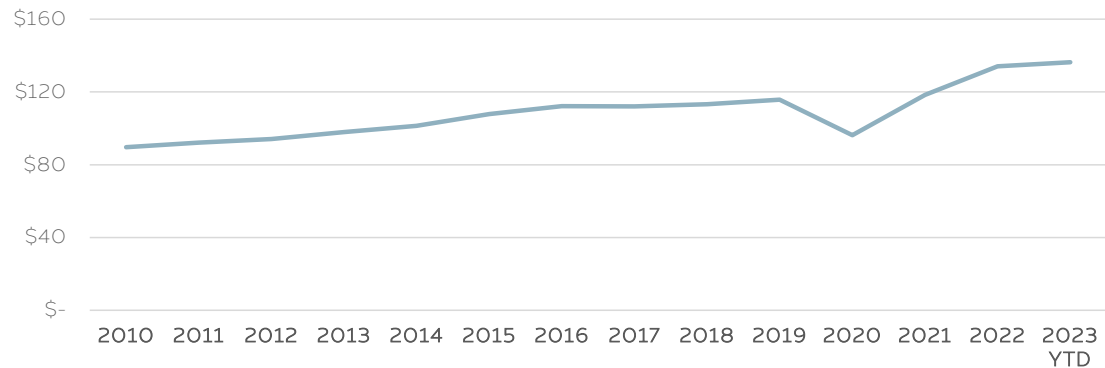
Except for during the middle of the pandemic, hotels within the region have maintained a steady performance.

- Excluding 2020, hotels within the region have maintained average annual occupancy levels above 60% since 2014.
- The region's average daily room rate has grown by over 50% since 2010 and is currently higher than pre-pandemic.

Average Regional Hotel Occupancy, 2010-2023\*



Average Regional Daily Room Rate, 2010-2023\*



\*2023 YTD is through August 2023

Source: KB Advisory based on data from CoStar

# REAL ESTATE ASSESSMENT: COMMERCIAL

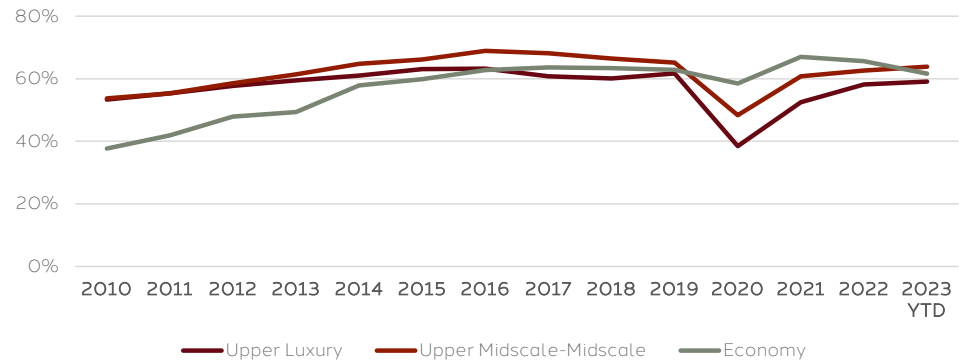
## Hotel Performance

Comparing by hotel class, economy hotels have had the most consistent historical performance.

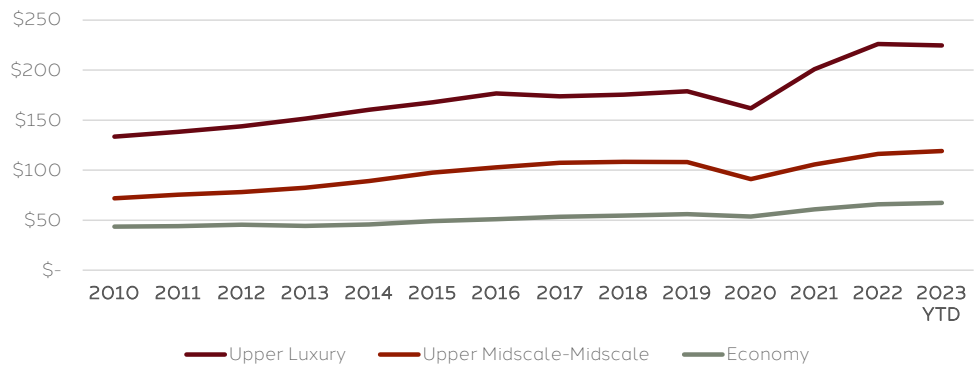
- Occupancy levels have grown the most for economy hotels since 2010, peaking above midscale to upper luxury hotels in 2021.
- While average daily room rates for economy hotels within the region have remained relatively stable, the price premium for upper luxury hotel rooms has grown.
- Since 2010, the average room rate for an upper luxury hotel room has grown by 68%.
- The current price premium of one of these rooms is over \$100 compared to upper midscale or midscale rooms and over \$150 compared to economy rooms.
- Although the region is less diverse in hotel size, there is diversity in range of hotels by class, with none of the major classes exceeding 37% of the existing hotel inventory.

*\*2023 YTD is through August 2023  
Source: KB Advisory based on data from CoStar*

Regional Hotel Occupancy by Hotel Class, 2010-2023\*



Average Regional Daily Room Rate by Hotel Class, 2010-2023\*



A-43

# REAL ESTATE ASSESSMENT: COMMERCIAL

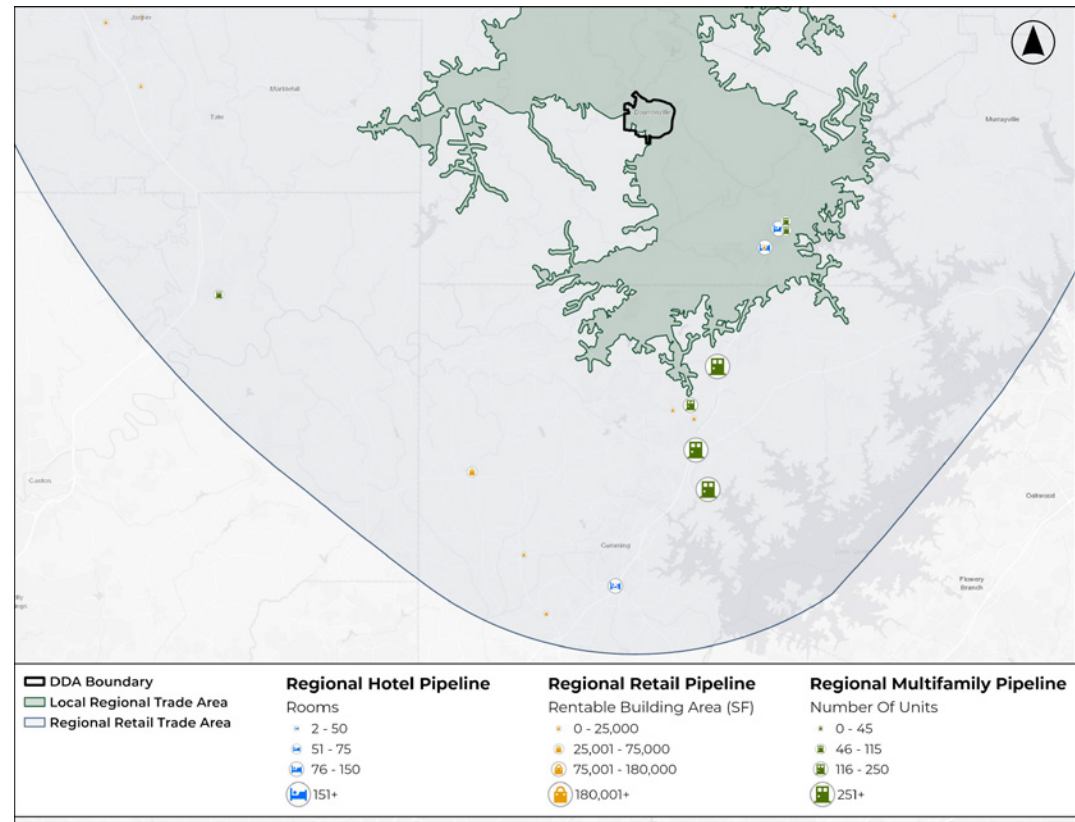
## Pipeline

The current commercial real estate pipeline consists of mostly larger multifamily developments.

- The multifamily and hospitality pipeline is currently clustered near 400 and Highway 53.
- Over 80% of the current pipeline is expected to deliver before 2025.

Pipeline	DDA	LRTA	RRTA
Retail (SF)	0	2,900	140,013
Hospitality (Rooms)	0	185	328
Multifamily (Units)	0	193	1,447

Source: KB Advisory based on data from CoStar



# REAL ESTATE DEMAND FORECAST

A-45

# DEMAND POTENTIAL

The chart below assesses the market opportunity for each use based on a series of **market conditions** including: development pipeline for each use, rents, vacancy rates, and future potential.





# CONCLUSIONS

## Residential:

Residential within Downtown Dawsonville represents the highest market-driven potential. The success of residential development is vital to the activating Downtown as additional residents will be a key demand driver for retail. Within the next 10 years, the city could reasonably absorb 700-800 new residential units, or about 77 units annually.

There is a strong residential pipeline within the City of Dawsonville, with the majority surrounding the Downtown area and proposed as single-family for-sale. Without improve connectivity and walkability, the delivery of currently proposed residential is not likely to drive foot-traffic in Downtown.

Denser housing within Downtown will offer diversity, especially for those looking to downsize, retirees or empty nesters, as well as younger professionals and families seeking access to walkable amenities. Given the lack of new, attached product within the city, development interest may be dampened by a lack of demonstrated market performance.

Within Dawson County, however, new rental multifamily and for-sale townhomes have performed well.

## Retail:

There is existing retail leakage within the Local Regional Trade Area which could support up to 13,000 SF of new retail, particularly Food & Beverage. Within the next ten years, the city could support an additional 20,000 SF of retail- this is dependent on supportable household growth and well executed Downtown revitalization efforts.

## Office:

Large, single tenant office space will be difficult to attract to Dawsonville in the next 5 to 8 years. There is an opportunity to attract coworking space (less the 4,000 SF), likely a feature of a mixed-use Downtown core. Additional households, retail, and improved civic amenities within the Downtown will improve the city's ability to attract new office product in the coming decades, however, demand is still limited.

## Hotel:

Attracting a new hotel to the City of Dawsonville will be the most challenging as the current hotel market has yet to recover to pre-pandemic occupancy rates. While ADRs have consistently grown, the local market has not achieved occupancy over 70%. Without additional entertainment, retail, or public incentive, investors and developers may be wary to enter the market.

Use	10-year Demand (SF/Units/Rooms)
Residential	700 – 800 units
Retail	22,000 – 36,000 SF
Hospitality	80-120 Rooms

A-47

## DEMAND OVERVIEW AND SUMMARY

**Residential and commercial demand are expected to see a slight increase in the next 10 years.**

**Future residential demand by age, income, and tenure were utilized to best understand market segmentation for future residential demand. This data represents household trends for the City of Dawsonville. Downtown Dawsonville will need to capture a larger share of new residential.**

**Existing demand for new retail is moderate. Future demand potential within the next ten years assumes demand momentum supported by new household growth and Downtown revitalization efforts.**

Market Rate For-Sale and Rental Demand, City of Dawsonville, 2024-2033						
	Detached		Attached		Total	
	10-year	<i>Annual</i>	10-year	<i>Annual</i>	10-year	<i>Annual</i>
Demand	530	53	230	23	770	77

Retail Demand, 2024-2033			
	Existing Demand	10-year Future Potential	Total Potential
Demand	13,000 sf	22,000 sf	35,500 SF

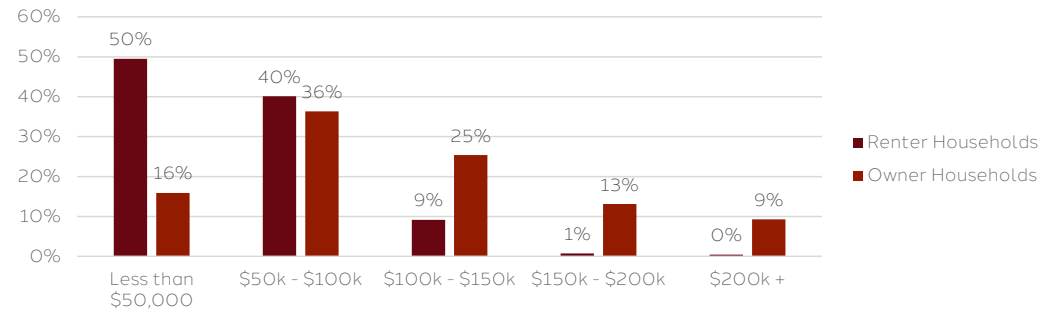
REAL ESTATE DEMAND FORECAST

# 10-YEAR RESIDENTIAL DEMAND BY INCOME

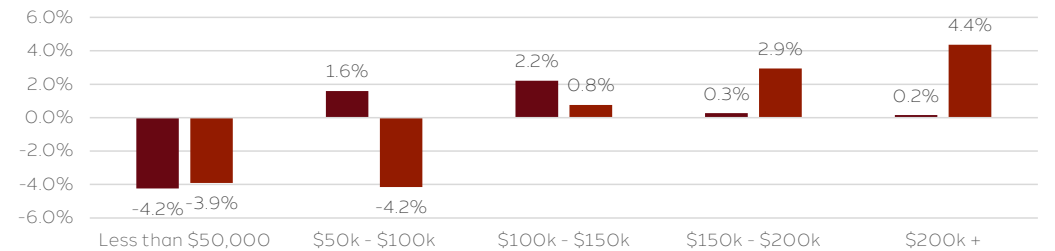
Growth in high-earning households is expected within the next ten years.

- Within owner households, 47% of households are expected to make more than \$100,000 annually by 2033. By contrast, just 10% of renter households are expected to earn more than \$100,000 annually.
- New construction residential product, particularly vertical mixed-use, will likely target households earning more than \$75,000.
- Renter households earning \$50,000 - \$150,000 are expected to grow 4% by 2023, supporting new construction rents.
- High-earning (\$150,000+) homeowners are expected to grow 7%, representing the largest segment of the market in terms of new growth.

2033 Demand by Income, Owner & Renter



2024-2033 Change in Households by Income & Tenure



Source: KB Advisory based on data from CoStar, SmartRE, Census ACS 5-year estimates, Claritas

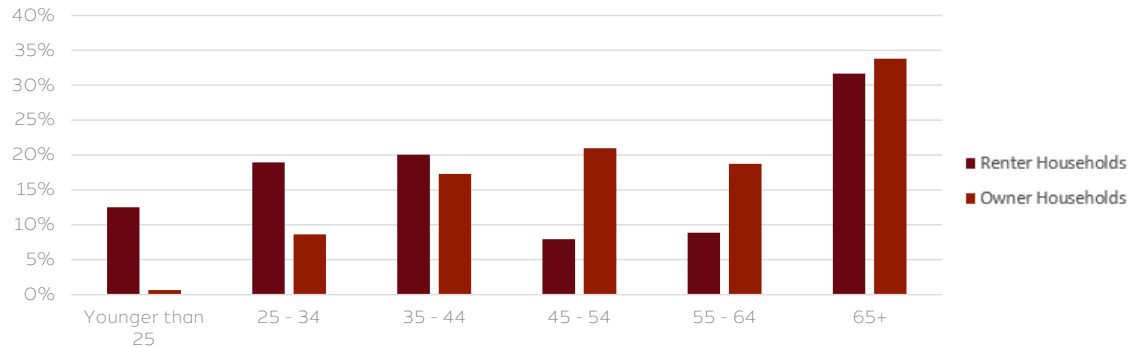
REAL ESTATE DEMAND FORECAST

# 10-YEAR RESIDENTIAL DEMAND BY AGE

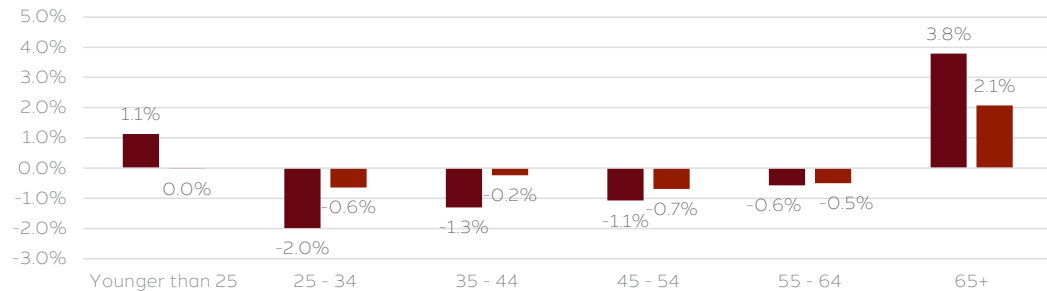
Based on a forecast of historical trends, Dawsonville's household growth is almost exclusively within those aged 65+.

- Given the demographic trends of the past 10 years, over a third of renters and owners are expected to be 65+ in ten years, having a significant influence on future housing needs.
- Over half of renter households are expected to be younger than 44, a mix of young professional singles, couples, and families.
- The successful implementation of Dawsonville's Downtown revitalization could attract both renters and owners not currently in the market. Dawsonville's ability to capture more of the growing North Atlanta metro is dependent on the execution of improved lifestyle amenities catering to both 65+ retirees and empty nesters as well as young families and working professionals.

2033 Demand by Age, Owner & Renter



2024-2033 Growth in Households by Age & Tenure



Source: KB Advisory based on data from CoStar, SmartRE, Census ACS 5-year estimates, Claritas

# REAL ESTATE DEMAND FORECAST

## Target Audiences by Tenure, Age, and Income

Considering those households which will be attracted to and able to afford new housing product in Dawsonville, the following target audience were identified.

Future homeowners in Dawsonville will likely be:

- Households earning more than \$100k
- Households aged 35+, however around half of target market within ownership positions will be 55+
- Retirees or Empty Nesters
- Young to mature singles and couples, some with school-aged or adult children

Future renters in Dawsonville will likely be:

- Households earning \$50-\$100K (41% of rental target audience)
- Young to middle-aged professionals seeking regional access within an activated core
- Seniors earning between \$50,000 - \$150,000

New market-rate housing is unlikely to meet demand for over half of future potential renter households earning less than \$50,000. It will be difficult to achieve housing affordability (households paying less than 30% of their income on housing) for this segment without subsidy, public participation, or low-cost land.

Given the concentration of older households, there is a strong opportunity for a 55+ active adult community which could attract current homeowners in the market who would find a curated rental home appealing. This market segment is additional potential demand to the existing 55+ renters (17% of the rental target audience).

## 2033 Demand by Age & Income, Owner

(Target Audience represent 43% of all prospective owners)

	Younger than 25	25 - 34	35 - 44	45 - 54	55 - 64	65+	
>\$50,000	0%	1%	1%	2%	2%	9%	16%
\$50k - \$100k	0%	4%	6%	6%	6%	14%	36%
\$100k - \$150k	0%	3%	6%	6%	5%	5%	25%
\$150k - \$200k	0%	1%	2%	4%	3%	3%	13%
\$200k +	0%	0%	1%	3%	3%	2%	9%
<b>Total</b>	<b>1%</b>	<b>9%</b>	<b>17%</b>	<b>21%</b>	<b>19%</b>	<b>34%</b>	<b>100%</b>

## 2033 Demand by Age & Income, Renter

(Target Audience represent 76% of all prospective renters)

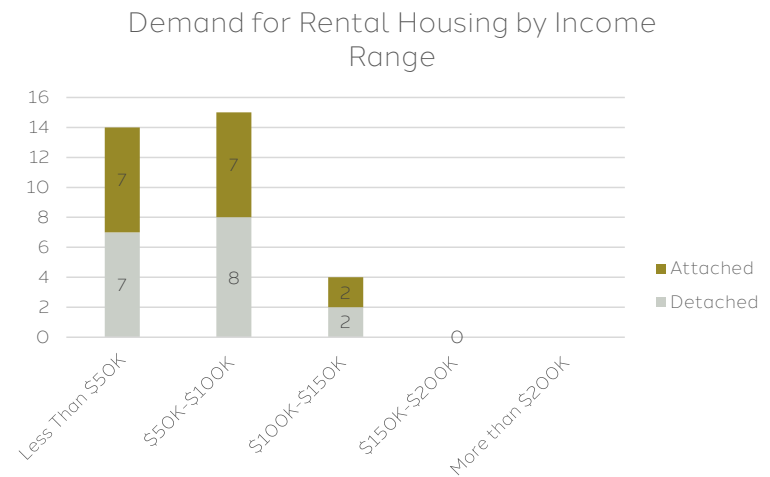
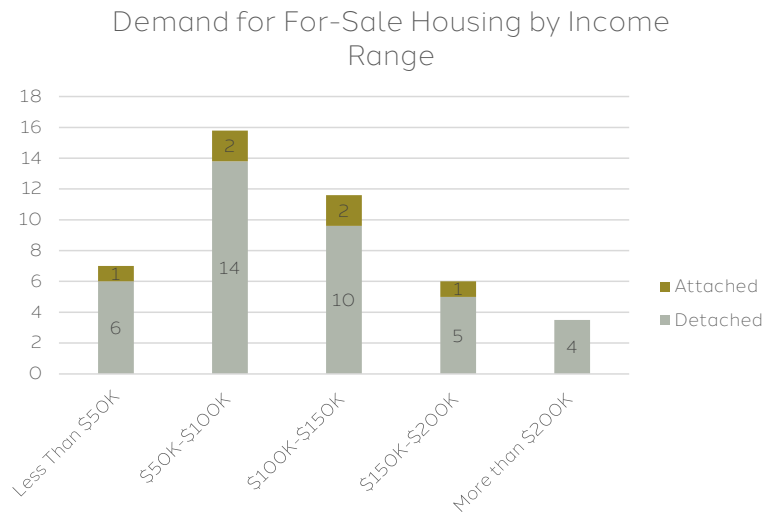
	Younger than 25	25 - 34	35 - 44	45 - 54	55 - 64	65+	
>\$50,000	1%	8%	8%	4%	5%	23%	50%
\$50k - \$100k	8%	8%	9%	3%	3%	8%	40%
\$100k - \$150k	3%	2%	2%	1%	1%	1%	9%
\$150k - \$200k	0%	0%	0%	0%	0%	0%	1%
\$200k +	0%	0%	0%	0%	0%	0%	0%
<b>Total</b>	<b>13%</b>	<b>19%</b>	<b>20%</b>	<b>8%</b>	<b>9%</b>	<b>32%</b>	<b>100%</b>

Source: KB Advisory based on data from CoStar, Census ACS 5-year estimates, Claritas

A-51

# REAL ESTATE DEMAND FORECAST

## Attached and Detached Rental Housing Demand



**Demand for for-sale homes is concentrated primarily in detached product (86%) whereas rental demand is more evenly split across attached (52%) and detached product (45%).**

**Demand for for-sale homes represents nearly 70% of future housing demand.**

Market Rate For-Sale Demand, 2023-2033						
	Detached		Attached		Total	
	10-year	Annual	10-year	Annual	10-year	Annual
For-sale	380	38	60	6	440	44
Rental	150	15	170	17	330	33

A-52

Source: KB Advisory based on data from CoStar, Claritas

# REAL ESTATE DEMAND FORECAST

## Retail Demand

**Demand for new retail within Downtown Dawsonville will be largely reliant on new households and visitors. Currently, over half on existing and future retail demand is for food and beverage. Health and Wellness comprise the second largest share by store type demanded at 20% of the total 10-year demand.**

- Considering the draw of the North Georgia Premium Outlets, retail within Downtown Dawsonville should be focused on diversifying local and regional retail. New format retail should amplify the retail offering in Dawsonville while avoiding the cannibalization of existing retail. Distinguishing Downtown retail from retail along 400 will be necessary.
- There exist opportunities, especially within the historic core, for redevelopment of existing retail or commercial space. Redevelopment efforts are strengthened by high traffic counts along Main Street, but walkability features should be in step with new construction to increase visitors dwell-time within Downtown.
- Without proper activation of the 17-acre, city owned land, retailers may find spaces set farther back from major corridors (Hwy 53) unappealing.

Retail projections assume Downtown Dawsonville is able to capture 90% of the existing LRTA retail leakage and 50% of RRTA demand within the next ten years.

Retail Category	LRTA Spending Leakage	Additional RRTA Spending Leakage	10-year Retail Demand Growth	Potential Downtown Sales per SF	Existing SF Supported by Leakage	Downtown Capture of Existing Demand	Future SF (10-year)	Downtown Capture of Future Demand	Total 10-year Demand
Furniture Store	\$3,698,580		\$2,312,894	\$450	8,219	740	5,140	2,570	3,310
Health and Wellness	\$995,012	\$10,790,389	\$5,599,011	\$550	21,428	1,929	10,180	5,090	7,019
Book Store	\$886,170		\$181,954	\$450	1,969	985	404	202	1,187
Food & Beverage	\$8,078,797	\$43,098,008	\$15,934,820	\$600	85,295	7,677	26,558	13,279	20,956
Lawn & Garden Center		\$12,631,623	\$701,623	\$500	25,263	2,274	1,403	702	2,975

Total

13,603

21,843

35,446

A-53

Source: KB Advisory based on data from CoStar, Claritas

# Real Estate Demand Forecast

## Estimated Construction Costs

**Estimated construction costs for the 17-acre, city-owned property are outlined in the table to the right. This considers build – out as proposed in the Comprehensive Downtown Master Plan.**

**Cost estimate, including parking and infrastructure assumptions, project the total costs to be between \$130 and \$160 million.**

\*Estimates utilize current construction costs estimates per square feet. Additional site work and engineering will provide more accurate infrastructure cost estimates.

	Total SF	Estimated Construction Costs	
		Minimum	Maximum
Hotel (100 key)	57,400	\$27,638,100	- \$33,779,900
Conference & Cultural Arts Center	25,000	\$11,250,000	- \$13,750,000
City Hall & Multi-Use Community Center	26,500	\$11,925,000	- \$14,575,000
Commercial Building 'A'	7,200	\$2,268,000	- \$2,772,000
Multi-Use Building 'A' (60 Units)	57,500	\$15,997,500	- \$19,552,500
Multi-Use Building 'B' (20 Units)	41,800	\$12,069,000	- \$14,751,000
Multi-Use Building 'C' (24 Units)	47,200	\$13,284,000	- \$16,236,000
Cannery	12,000	\$5,825,250	- \$7,119,750
Tiny Homes (7)	1,575	\$425,250	- \$519,750
<b>TOTAL CONSTRUCTION COST</b>		<b>\$100,682,100</b>	<b>- \$123,055,900</b>
		Total Spaces	
Residential Parking	80	\$504,000	- \$616,000
Commercial Parking (surface)	481	\$3,028,200	- \$3,701,133
Commercial Parking (structured)	344	\$6,192,000	- \$7,568,000
<b>TOTAL PARKING COST</b>	<b>905</b>	<b>\$9,724,200</b>	<b>- \$11,885,133</b>
<b>Infrastructure</b>		<b>\$18,000,000</b>	<b>- \$22,000,000</b>
<b>Total Hard Costs</b>		<b>\$128,406,300</b>	<b>- \$156,941,033</b>
<b>Total Soft Costs</b>		<b>\$2,812,175</b>	<b>- \$3,437,102</b>
<b>GRAND TOTAL</b>		<b>\$131,218,475</b>	<b>- \$160,378,136</b>

Source: KB Advisory





**KB** | ADVISORY GROUP

### *TERMS and LIMITING CONDITIONS*

**Accuracy of Report:** Every reasonable effort has been made to ensure that the data developed in this assignment reflect the most accurate and timely information possible and is believed to be reliable. This consulting assignment was based on estimates, assumptions, and other information developed by **KB Advisory Group** (“**KB**”) from its independent research efforts, general industry knowledge, and consultations with the client for this assignment and its representatives. No responsibility is assumed for inaccuracies in reporting by the client, its agents or representatives, or any other data source used in preparing or presenting this study. The research and reports are based on information that is current as of the date of this report. **KB** assumes no responsibility for updating the information after the date of this report. The research may contain prospective financial information, estimates, or opinions that represent our view of reasonable expectations at a particular point in time. However, such information, estimates, or opinions are not offered as predictions or assurances that a specific outcome will occur. Actual results achieved during the period covered by our prospective analysis may vary from those described in our research and report, and variations may be material. Therefore, no warranty or representation is made by **KB** that any of the projected values or results contained in the work product from this assignment will be achieved.

**Usage of Report:** The research product may not be used, in whole or in part, in any public or private offering of securities or other similar purposes by the client without first obtaining the prior written consent of **KB Advisory Group**.

404.845.3550

**[www.kbagroup.com](http://www.kbagroup.com)**

A-54



EAT - SHOP - PLAY



**DOWNTOWN  
DAWSONVILLE**

WHERE THE MOUNTAINS MEET THE ROAD

